



CITY OF ATASCADERO DESIGN REVIEW COMMITTEE AGENDA

**Committee Meeting
Wednesday, October 23, 2019
2:00 P.M.**

**City Hall
6500 Palma Avenue, Room 306
Atascadero, California**

CALL TO ORDER

Roll Call: Chairperson Roberta Fonzi
Committee Member Heather Newsom
Committee Member Duane Anderson
Committee Member Mark Dariz
Committee Member Jamie Jones

APPROVAL OF AGENDA

PUBLIC COMMENT

CONSENT CALENDAR

1. APPROVAL OF DRAFT MINUTES OF SEPTEMBER 25, 2019

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DEVELOPMENT PROJECT REVIEW

2. DESIGN REVIEW OF NEW COMMERCIAL RESTAURANT AND RETAIL SPACE AT 6090 EL CAMINO REAL

Design review of a proposed construction of a 4,200 sf commercial restaurant and retail development on an existing vacant parcel within the Downtown. Site development includes restaurant, retail, and outdoor courtyard space.

Recommendation: Staff requests the DRC review the proposed design and direct the applicant to make any modifications to the site or building design as necessary. (PRE19-0093)

3. DESIGN REVIEW INPUT FOR THE EL CAMINO CORRIDOR PLAN

Design review of components for the El Camino Real Corridor Plan which encompasses areas south of Del Rio Road to south of Santa Rosa Road, excluding the Downtown Core.

- Recommendation: Staff requests the DRC review the concept design recommendations for various study areas along the corridor and provide input on proposed streetscape, street section alternatives, and architectural themes. (PLN17-1673)

COMMITTEE MEMBER COMMENTS AND REPORTS

DIRECTOR'S REPORT

ADJOURNMENT

The next DRC meeting is tentatively scheduled for Wednesday, November 13, 2019, at 2:00 p.m.

Agendas, Minutes and Staff Reports are available online at www.atascadero.org under City Officials & Commissions, Design Review Committee.



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ITEM NUMBER: 1

DATE: 10-23-19

CITY OF ATASCADERO DESIGN REVIEW COMMITTEE

DRAFT MINUTES

**Regular Meeting – Wednesday, September 25, 2019 – 2:00 P.M.
City Hall, 6500 Palma Avenue, Rm. 306, Atascadero, CA**

CALL TO ORDER – 2:00 p.m.

Chairperson Fonzi called the meeting to order at 2:00 p.m.

ROLL CALL

Present: Chairperson Roberta Fonzi
Committee Member Duane Anderson
Committee Member Jamie Jones
Committee Member Heather Newsom

Absent: Committee Member Mark Dariz (excused absence)

Staff Present: Community Development Director, Phil Dunsmore
Senior Planner, Kelly Gleason
Assistant Planner, Mariah Gasch
Tom Peterson, Fire Marshal
Recording Secretary, Jessica Gibson

Others Present: Alex Cuevas, AGC Design Concept
Keith Schmidt
Max Zappas
Steven Orozco, People's Self Help Housing, Project Manager
Lyle Munch, People's Self Help Housing, Architect
Chris Allen, Architect
Candice Reyneke
Charlie Schluter, A.M. Sun Solar
Members of the Public

APPROVAL OF AGENDA

**MOTION: By Committee Member Newsom and seconded by
Committee Member Anderson to approve the
Agenda.**

***There was Committee consensus to approve the
Agenda.***

PUBLIC COMMENT

None

Chairperson Fonzi closed the Public Comment period.

CONSENT CALENDAR**1. APPROVAL OF DRAFT MINUTES OF AUGUST 14, 2019**

MOTION: By Chairperson Fonzi and seconded
by Committee Member Jones to approve the
Consent Calendar.

***There was Committee consensus to approve the
Consent Calendar.***

DEVELOPMENT PROJECT REVIEW**2. DESIGN REVIEW OF NEW GAS STATION AT 9550 EL CAMINO REAL**

Design review of a proposed gas station, 3,000 square foot convenience store and 1,400 square foot restaurant at the corner of El Camino Real and Montecito Ave.

- **Recommendation:** Staff requests the DRC review the proposed design for the service station and direct the applicant to make any modifications to the site or building design as necessary. (PRE19-0034)

Planner Gleason presented the project and answered questions from the Committee. Alex Cuevas, AGC Design Concept, answered questions from the Committee. Director Dunsmore made note that the existing residence on the lot would be required to be demolished prior to permit issuance.

PUBLIC COMMENT

The following members of the public spoke during public comment: Keith Schmidt and Max Zappas.

A letter was received from Ron Badger prior to the meeting and was distributed to the Committee (Exhibit A).

Chairperson Fonzi closed the Public Comment period.

Staff answered questions raised during public comment.

DRC ITEMS FOR DISCUSSION:**1. Site Design, Access and Parking**

The Committee recommended the following:

- Applicant to work with staff to review access on Montecito Ave.
- *Install curb cut into the driveway at the rear of the site onto Montecito to create additional parking area and enhance security of the area.*

2. Architectural Design

The Committee recommended the following:

- Add windows in the rear elevation of the building for aesthetics and security purposes.
- Stucco is to be a neutral, earth toned color (light brown/tan).
- Widen wrapped parapet tower feature and add trellis feature with landscaping.
- Steel awnings are to be black or dark grey in color. Awnings in back can be removed since applicant will be adding additional parking.
- Healy tank shall be located in a larger planter.
- Roof style shall be Spanish tile.

3. Landscaping

The Committee recommended the following:

- Install limited landscaping on the site in order to discourage transient use.
- Landscaping shall be drought tolerant.

4. Fencing

The Committee recommended the following:

- Install a horizontal metal rail fence in the back.

5. Signage

The Committee recommended the following:

- Applicant is to eliminate color banding.
- Oversizing of the logo on fascia may be allowed within reason.
- Signage facing Montecito is to be compatible.

6. Lighting

The Committee recommended the following:

- Applicant shall add fixed lighting at the building and motion lighting onto rest of the site.

The Committee recommended the applicant work with staff on the above items and then can move on to building permits.

3. DESIGN REVIEW OF NEW CONSTRUCTION AT 2455 EL CAMINO REAL OF AN AFFORDABLE MULTI-FAMILY RESIDENTIAL APARTMENT COMPLEX

Design review of a 42-unit People's Self Help Housing residential apartment project on lot with 2 existing structures, proposed for removal.

- Recommendation: Staff requests the DRC review the proposal for a multi-family development and provide recommendations for any potential design modifications. (PRE18-0093)

Planner Gasch presented the staff report, and she and Director Dunsmore answered questions from the Committee. Planner Gasch made note that the State of California grants up to three concessions for affordable housing projects and that this project qualifies because it is 100% affordable housing. Steven Orozco, project manager, and Lyle Munch, architect, answered questions from the Committee. Fire Marshal Peterson received verification from the applicant that the driveway clearance is to code and would be able to accommodate emergency services vehicles.

PUBLIC COMMENT

An email was received from Brian McAlister prior to the meeting and was distributed to the Committee (Exhibit B).

Chairperson Fonzi closed the Public Comment period.

DRC ITEMS FOR DISCUSSION:

1. Architectural Design

The Committee recommended the applicant work with staff on the following:

- Applicant is to work with staff to enhance and improve the appearance of Building 3. The other buildings are acceptable in appearance.

2. Retaining Walls

The Committee recommended the following:

- The retaining walls are to be split-face.
- Applicant requested a concession (1 of 3) to install some retaining walls that will be higher than the five feet recommended by staff as a condition. The retaining walls will vary in height, with eight feet being the highest in some areas of the project site.

3. Landscaping

The Committee recommended the following:

- Landscaping shall be drought tolerant.
- Landscaping is to be within the front setback along El Camino Real.
- Integral sidewalk shall be installed along the right-of-way with trees on the development side of the property – similar to the Emerald Ridge frontage.
- Applicant requested a concession (2 of 3) that allows them to waive the 25% of the project site landscaping requirement.

4. Concessions

The Committee recommended the following:

- Applicant is allowed the following concessions:
 - Some of the retaining walls will be higher than 5 feet (8 ft. max in some areas)
 - Less than 25% of project site will be required to be landscaped.

The Committee recommended the applicant work with staff on the above items. The applicant can move on to building permits.

4. DESIGN REVIEW OF FOUR (4) DETACHED SINGLE-FAMILY RESIDENTIAL HOMES ON EXISTING UNDEVELOPED PROPERTY AT 7900 CURBARIL

Design review of a 4-unit planned development. Parcel map has been created to reflect the new property lines and easements for shared driveway and separate utilities.

- Recommendation: Staff requests the DRC review the proposed project and provide recommendations for any potential design modifications. (DEV18-0124)

Planner Gleason presented the project and answered questions from the Committee. Chris Allen, Architect, and Candice Reyneke, owner's representative, answered questions from the Committee.

PUBLIC COMMENT

None

Chairperson Fonzi closed the Public Comment period.

DRC ITEMS FOR DISCUSSION:

1. Architectural Design and Color Schemes

The Committee recommended the following:

- High quality in design and landscaped.
- Colors are to be neutral, historic palettes.
- Reversal of facades.
- Windows and garage doors are to be consistent in color, preferably a dark shade.
- Trash enclosures to be on concrete pads.

2. Parking and Retaining Walls

The Committee recommended the following:

- Parking to meet current standards.
- Clear designation for guest parking and access for emergency services vehicles.
- The parking court shall be colored or stamped concrete.

3. Retaining Walls

The Committee recommended the following:

- Retaining walls are to be split-faced, standard 24"

The Committee supported the project to move forward to Planning Commission with staff's recommendations.

5. DESIGN REVIEW OF A ROOF-MOUNTED SOLAR ARRAY INSTALLATION AT 8955 MONTECITO AVE.

Design review of photovoltaic system with roof mount and separate solar support structure with 16 ft. clearance over existing driveway and dirt lot.

- Recommendation: Staff requests the DRC review the project and provide recommendations for any potential design modifications. (PRE19-0083)

Planner Gasch presented the project and answered questions from the Committee. Charlie Schluter, A.M. Sun Solar project manager, answered questions from the Committee.

PUBLIC COMMENT

None

Chairperson Fonzi closed the Public Comment period.

DRC ITEMS FOR DISCUSSION:

1. Color and Design

The Committee recommended the following:

- Structure is to be a 16 foot free standing solar mount.
- Color shall be a grey steel shade.

2. Landscaping

The Committee recommended the following:

- The applicant is to work with staff during the permitting process to coordinate with the property owner or business owner to incorporate landscaping that is consistent with the neighboring properties.

The Committee supported the project to move forward with staff's recommendations. The applicant can move forward to building permits.

COMMITTEE MEMBER COMMENTS AND REPORTS

There were no reports.

DIRECTOR'S REPORT

Director Dunsmore gave an update on upcoming projects which include:

- Development of a downtown lot for the use of a beer garden constructed out of cargo containers.
- El Camino Vet Hospital is planning a major addition and remodel to their facility.
- Barrel Creek Development project.

ADJOURNMENT– 4:35 p.m.

The next regular meeting of the DRC is tentatively scheduled for October 23, 2019, at 2:00 p.m.

ITEM NUMBER: 1

DATE: 10-23-19

MINUTES PREPARED BY:

Jessica Gibson, Recording Secretary
Administrative Support Assistant

The following Exhibits are available in the Community Development Department:
Exhibit A – Letter from Ron Badger
Exhibit B – Email from Brian McAlister



Atascadero Design Review Committee

Staff Report – Community Development Department Sea Train Retail Plaza

MEETING DATE	PROJECT PLANNER	APPLICANT / CONTACT		PLN NO.
10/23/19	Kelly Gleason	Max Zappas		PRE19-0093
PROJECT ADDRESS	GENERAL PLAN DESIGNATION	ZONING DISTRICT	ASSESSOR PARCEL NUMBER(S)	SITE AREA
6090 El Camino Real	Downtown (D)	Downtown Commercial (DC)	030-191-021	0.26 acres
RECOMMENDATION				
<i>Staff Requests the Design Review Committee:</i> <ol style="list-style-type: none"> Review the proposal for a retail and restaurant development within the Downtown and direct the applicant to make any modifications to the site or building design as necessary. 				
PROJECT DESCRIPTION				
<p>The applicant is proposing a commercial development consisting of several modular buildings that include approximately 350 square-feet of retail, a 960 square-foot bottle shop and bar, and a 2,000 square-foot shared courtyard. There is also a storage and office space on the second floor. The structures will be constructed of painted steel shipping containers.</p>				
ENVIRONMENTAL DETERMINATION				
<p><i>The City of Atascadero's environmental review process incorporates the requirements in implementing the California Environmental Quality Act. Persons, agencies, or organizations interested in obtaining more information regarding the environmental should contact the Community Development Department.</i></p>				
<input type="checkbox"/> EIR / MND / ND / Statutory Exemption to be circulated	<input type="checkbox"/> Prior CEQA Review:	<input type="checkbox"/> Categorical Exemption:	<input checked="" type="checkbox"/> No Project - § 15268 Ministerial Project	

ADDITIONAL INFORMATION MAY BE OBTAINED BY CONTACTING THE ATASCADERO
COMMUNITY DEVELOPMENT DEPARTMENT AT

<http://www.atascadero.org>
6500 PALMA AVENUE | ATASCADERO, CA 93422 | (805) 461-5000

DISCUSSION:

Project Description / Summary

The subject site is approximately 0.26 acres in size and is currently vacant. The applicant proposes approximately 1,900 square-feet of retail, office, storage, and bar uses along with a 2,000 square-foot courtyard parking area. The project is designed to share access with the adjacent parcel to the east.

Analysis

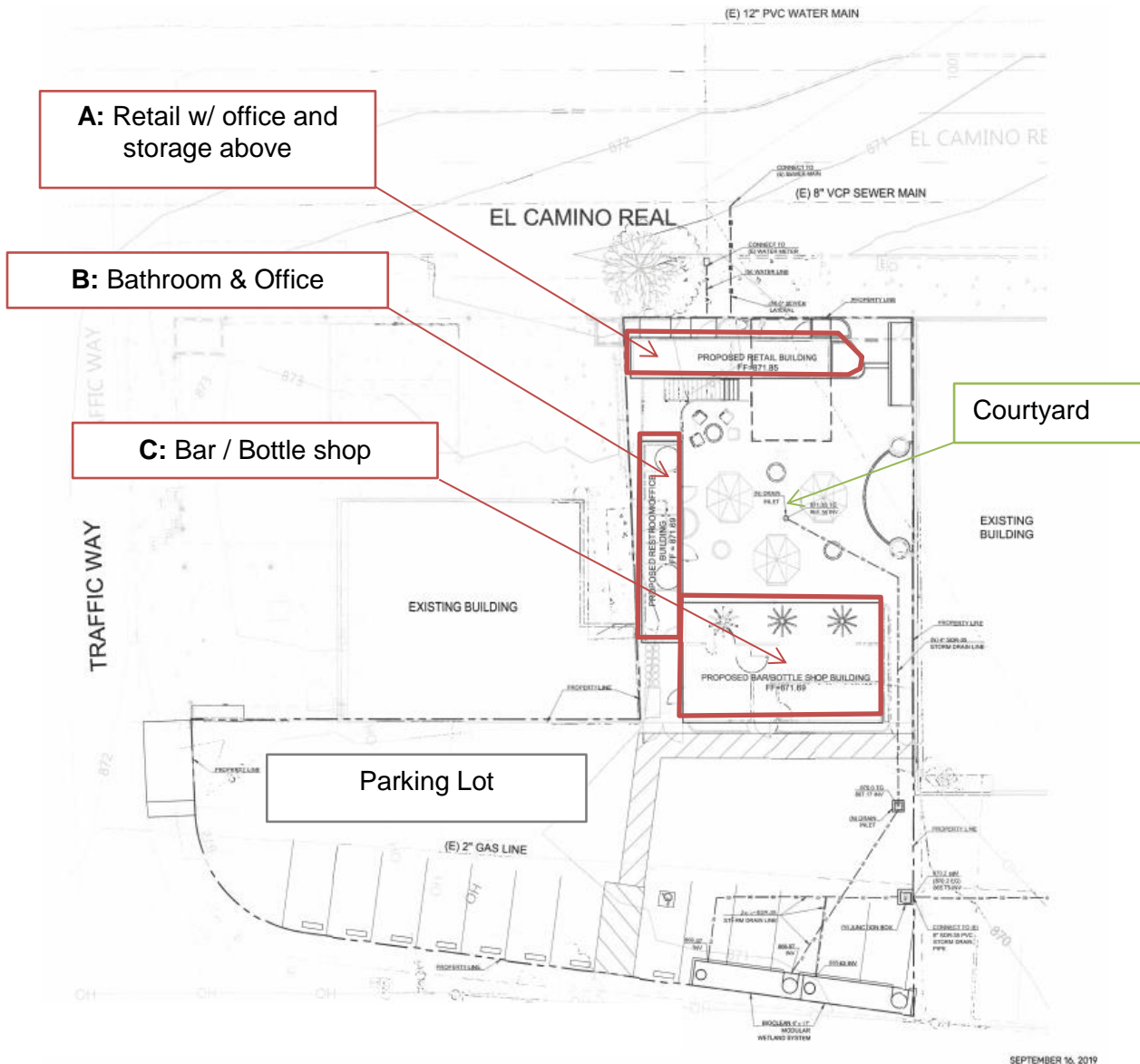
Site Design

The project is designed with two small retail spaces along the El Camino Real frontage with entrance to the courtyard and the bar. There are three primary buildings on the site. Building A, fronting El Camino Real, will include approximately 320 square-feet of retail on the ground floor and an office and storage space on the second floor. Building B is designed as the shared restrooms for the development as well as an office. Building C encloses the shared courtyard and will house the bar. A pedestrian pathway connects the sidewalk on El Camino Real to the courtyard area for Building B and continues further through the site to the parking in the rear.

The parking lot is accessed through the site to the east. There is a proposed new driveway that would allow vehicles to exit the site and make a right turn out onto Traffic Way. The parking area will be paved and striped. Parking is not required for the uses but will be located at the rear of the site adjacent to the 101 freeway and will support the surrounding uses.



Project Site Plan



Architectural Design

The development will be constructed of a total of 7 steel shipping containers modified with architectural enhancements. The structures will be painted white with aluminum and wood accents. The interior courtyard surface will be made up of decomposed granite and pavers. The building along El Camino has two-story elements to provide greater massing and interest. A portion of the second floor area includes railing and a roof deck with the office and storage area occupying the rest.

The retail spaces facing El Camino include glazed commercial storefront window systems and wood decking to accommodate the grade difference between the sidewalk and the building.



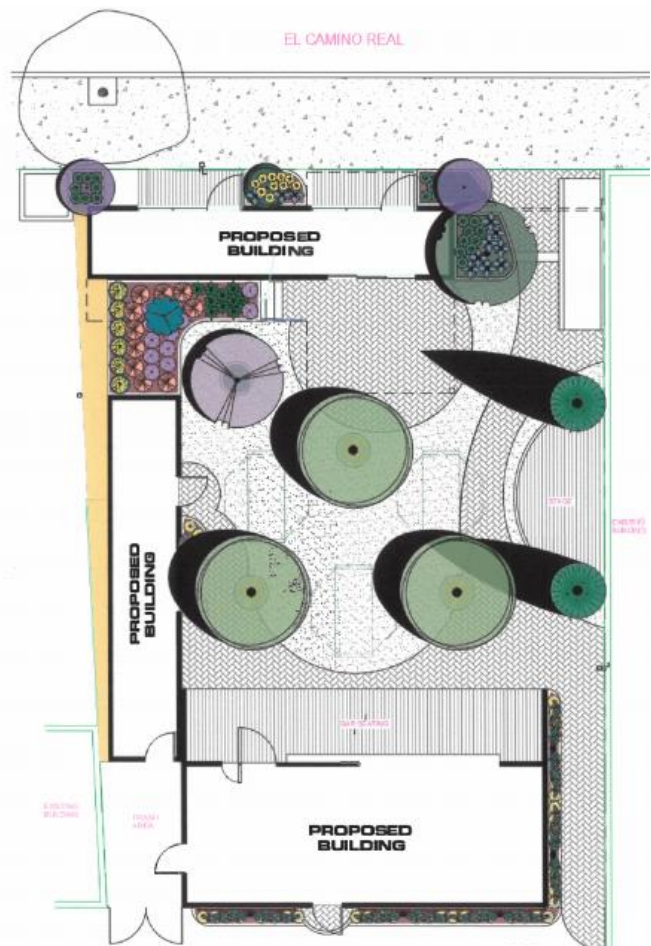


Landscaping

The applicant's landscape plan consists of tree plantings throughout the courtyard. Additional shade trees will also be required throughout the parking area. Smaller trees are included in the planters along El Camino.

Signage

The applicant shows conceptual signage facing El Camino Real and the parking area. As the tenants have not finalized their designs to date, the applicant will submit an application for an Administrative Use Permit once designs have been finalized.



DRC DISCUSSION ITEMS:

1. Site and Landscape Design.
2. Architectural Design.

ATTACHMENTS:

1. Notice of Action
2. Landscape Plans
3. Architectural Plans & Elevations



Attachment 1: Notice of Action
PRE19-0093

DRC NOTICE OF ACTION

Conditions of Approval:

1. Parking lot should be designed to maximize shade tree planting area. Include shade trees along freeway edge.
2. Signage in excess of code allowances will require approval of an Administrative Use Permit.

Action/ Decision Summary: *To be recorded at meeting conclusion*

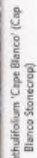
Meeting Date: October 23, 2019

Project Planner: Kelly Gleason
Senior Planner

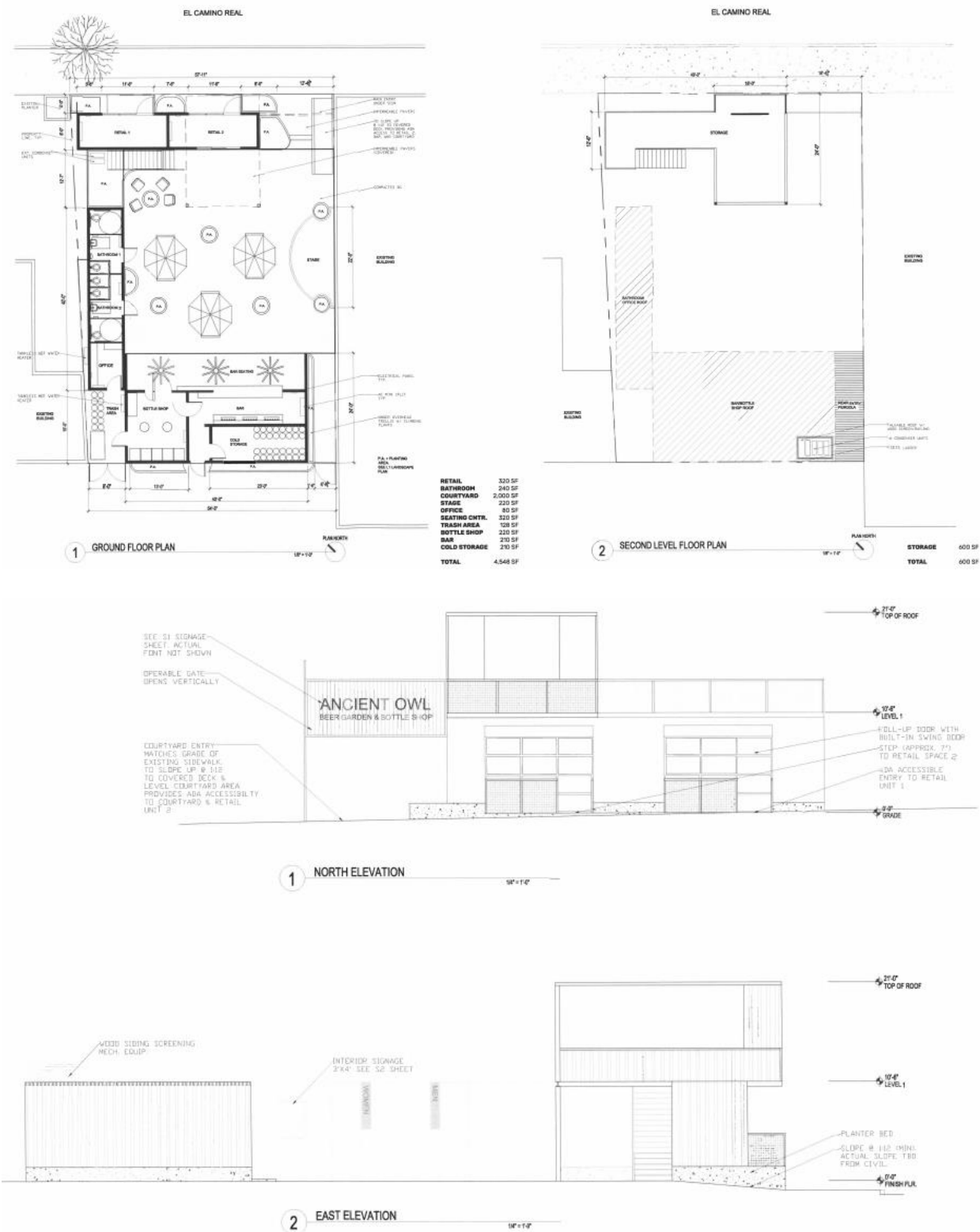


Attachment 2: Site / Landscape Plans

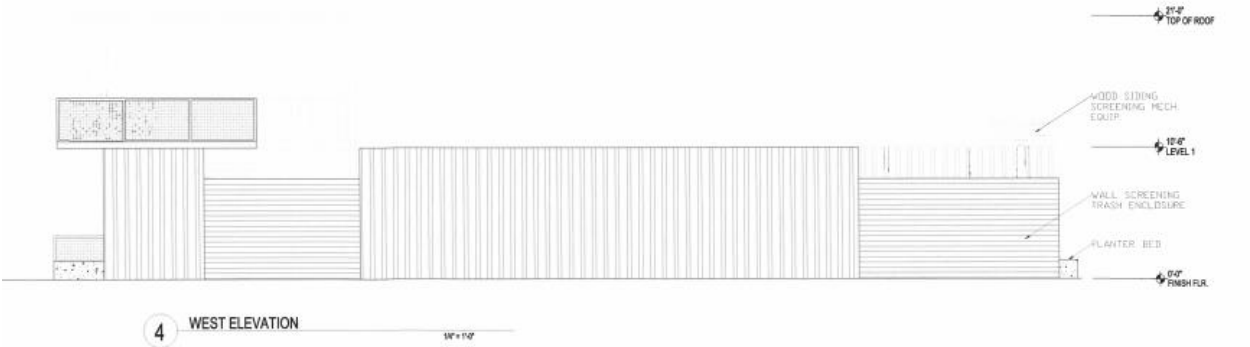
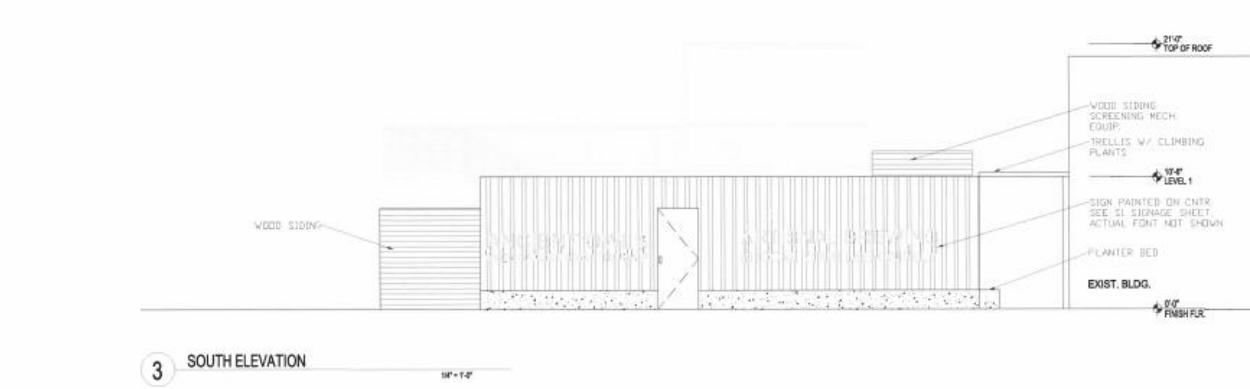




Attachment 3: Architectural Plans & Elevations
PRE19-0093



ITEM 2
Atascadero Sea Train Retail
PRE19-0093 / Max Zappas



1 RENDERED ELEVATION NORTH



2 RENDERED ELEVATION EAST



3 RENDERED ELEVATION SOUTH



4 RENDERED ELEVATION WEST





5 RENDERED ELEVATION - COURTYARD NORTH



6 RENDERED ELEVATION - COURTYARD SOUTH



7 RENDERED ELEVATION - COURTYARD EAST





Atascadero Design Review Committee

Staff Report – Community Development Department El Camino Corridor Plan

MEETING DATE	PROJECT PLANNER	APPLICANT CONTACT	PLN NO.
10/23/2019	Kelly Gleason	City of Atascadero	PLN17-1673
PROJECT LOCATION			
The El Camino Real Corridor from north of Del Rio Rd to south of Santa Rosa Rd, excluding the Downtown Core.			
RECOMMENDATION			
<p><i>Staff Requests the Design Review Committee:</i></p> <ol style="list-style-type: none"> Review the concept design recommendations for various study areas along the corridor and provide input on proposed streetscape and street section alternatives. 			
PROJECT DESCRIPTION			
The City is currently in the process of conducting an “El Camino Real Corridor Study,” which will serve as a guideline for the route’s land use opportunities and transportation connections through town. The goal is to provide a blueprint that could transform El Camino Real into a more effective, well-functioning, economic hub. This study is being funded by a grant received from Caltrans.			
ENVIRONMENTAL DETERMINATION			
The City of Atascadero’s environmental review process incorporates the requirements in implementing the California Environmental Quality Act. Persons, agencies, or organizations interested in obtaining more information regarding the environmental should contact the Community Development Department.			
<input type="checkbox"/> EIR / MND / ND / Statutory Exemption to be circulated	<input type="checkbox"/> Prior CEQA Review:	<input type="checkbox"/> Categorical Exemption	<input checked="" type="checkbox"/> General Rule Exemption

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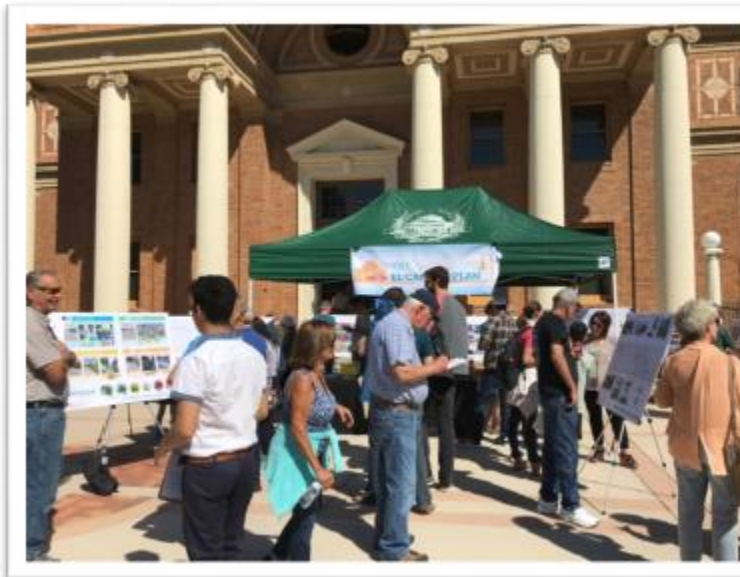
DISCUSSION:

Project History

In 2017, the City of Atascadero was awarded a Caltrans Sustainable Transportation Planning Grant to complete a conceptual land use and transportation plan for the El Camino Real corridor. Caltrans will be contributing up to \$176,800 in grant funds to pay for a consultant to develop the Corridor Plan along with City staff assistance. The Atascadero City Council accepted the Caltrans planning grant by resolution in November 2017, and in June 2018 Council authorized PlaceWorks as the consultant to work on the project. A Market Analysis was also authorized by Council, to be funded by the City of Atascadero in an amount not to exceed \$25,000. The Market Analysis looks at how the corridor functions on an economic level and will help to identify Atascadero's role and potential as a commercial destination. The purpose of the El Camino Real Corridor Study is to promote long-term fiscal sustainability for the community by formulating transportation and land use strategies that will attract economic development. The final Corridor Plan is intended to serve as a master plan for future improvements and land uses along the El Camino Real corridor, and can be a tool to help guide the next General Plan update. The El Camino Plan corridor study is expected to be completed by the end of 2019.

Public Outreach - October 6, 2018 Event:

City staff and PlaceWorks held the first public outreach event for the El Camino Plan on Saturday, October 6, 2018 during Colony Days and again during Colony days on October 6th, 2019. The events were well attended, with several hundred people stopping by the booth outside City Hall to learn about the Corridor Plan and provide input about what they like about El Camino Real, and what needs improvement.



Several stations were set up as part of the outreach event. Our goal was to obtain ideas and feedback from the public regarding potential circulation, land use, architectural styles, and streetscape along the corridor. A variety of boards and activities were set up to engage the public and get meaningful feedback. Members of the public ranked images they preferred with colored dots, and added notes on the map to identify ideas and areas of improvement.

In the 2018 open house, participants were asked to review several corridor improvement ideas and identify which ideas they liked best. Each participant was given a limited number of dots for each of the street elements (i.e., bicycle zone, median, street palette), so they had to prioritize their choices. Based on the images selected and the general comments regarding street elements, the public had the following input:

- Strong support for in-pavement crosswalk lights (65% of dot votes). People were familiar with the existing one near the Sunken Gardens and believe it is effective
- Support for medians to shorten pedestrian crossing distance. planted media islands with staggered turn lanes received highest ranking by the dot vote
- Strong support for trees between the sidewalk and street, citing the need for shade in the hot weather. The image with street trees with planters along sidewalk received 89% votes
- People liked the idea of buffered bike lanes so bicyclists could have additional protection, but some expressed concern about potentially losing capacity to accommodate them.
- On-street parking with painted bike lane received highest ranking by the dot vote (65%) and the option with bike lane with buffer and no on-street parking came in second (35% of dot votes)
- A number of people commented that any removal on-street parking in the downtown area would be problematic, but thought it was fine for outlying areas where on-street parking use was light
- Most people were generally very enthusiastic about enhancing conditions for bicyclists and pedestrians and indicated that it is very much needed. A few commented that everything is fine the way it is, and they expressed concern about the money it would cost to implement the alternative designs that were presented.

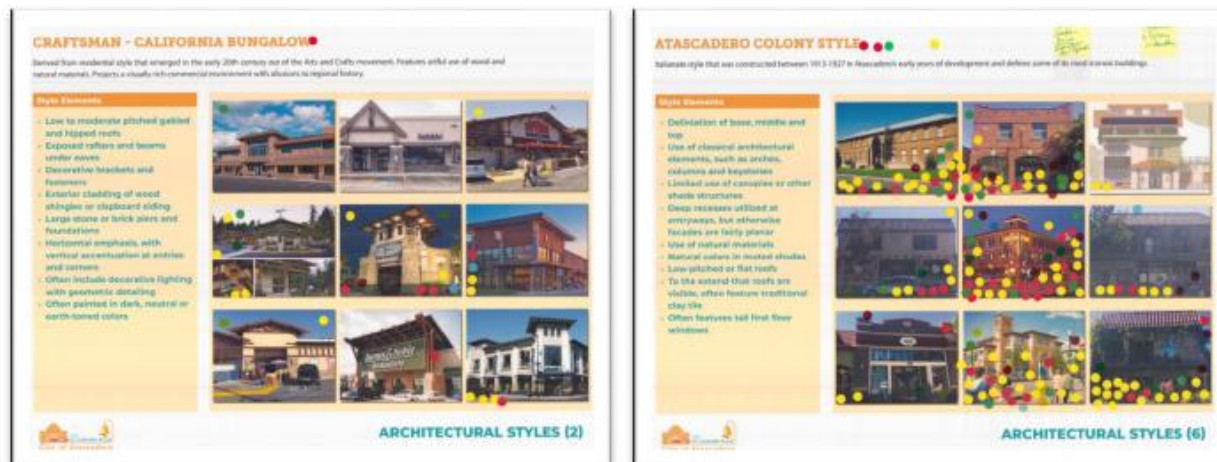
Participants were asked to identify (with a dot) the architectural style examples they liked. Most people responded positively to keeping the Colony style within downtown, either as a single style or with Spanish. Some people said that they would like to see only Colony style buildings throughout the whole corridor and some said they would like to see it integrated in along with other styles.

- Atascadero Colony style was ranked as the favorite style, with 50% of the total dots placed on this board
- Mission – Spanish Colonial Revival was also popular, with 23% of the dot votes
- Rustic Modern ranked third, with 13% of the dots votes



- Craftsman, Modern, and Neoclassical received the fewest votes, with only 8%, 6% and 2% of the dot votes respectively

Architectural Boards from October 2018 Public Outreach Event



There were several comments from people who said they did not want Atascadero to look like San Luis Obispo and want to see the City to keep its unique identity. Others referred to the historic architecture as “authentic.” Other General Comments regarding Architectural styles included:

- Manage the color schemes being used – strive for more neutral
- Need updated and “firm” design guidelines for the selected styles
- Don’t want “rubber stamped” buildings – need better design standards
- Architectural themes could be focused at key nodes as character defining elements
- Modern architecture is not right for the downtown

Public Outreach - October 5, 2019 Event:

At our recent Colony Days event, the City again held a public outreach event providing information and design concepts for the corridor. While a full compilation of those results has not yet been completed, staff received positive feedback overall.

Project Description / Summary

El Camino Real Corridor – Identifying Opportunity Areas:

The El Camino Real corridor runs seven (7) miles in length through Atascadero City limits. In order to define a study area that could be analyzed and re-envisioned with the grant funding amount provided by Caltrans, City staff needed to refine the focus area of the plan to include the areas which have the most potential for redevelopment and land use changes. Considerations for identifying the focus areas included the follow factors:

- Existing parcels may be combined
- Potential interface issues



- Availability of infrastructure
- Support for future commercial nodes
- Support for job creation uses

Based on these criteria, the following areas were excluded from The El Camino Plan work scope study area:

- The areas south of Santa Rosa, which are predominantly developed with existing multifamily residential and have very little room for infill development
- The downtown area is not included in as it is undergoing its own separate focused enhancement plan which is focused on parking and traffic calming.
- The corridor north of San Benito Road, through Del Rio Road and northward Del Rio Road is also excluded as the Del Rio Specific Plan identifies land use and transportation concepts for this portion of the corridor. The Home Depot center and Marriott at the far north end of El Camino Real also has its own existing master plan of development for this commercial node

Once these areas were removed from the study area, The El Camino Plan was able to focus on the portions of the corridor with the highest potential. This area includes El Camino Real from the intersection of El Camino Real and Santa Rosa Road (southern point of study area) to just north of San Benito Road at Mission Oaks and the Del Rio Specific Plan area (northern point of study area), with the downtown excluded. The northern segment is 1.2 miles long and extends from San Anselmo Road to approximately 200' north of the intersection of El Camino Real and Madera Place. The southern segment is 1.9 miles long, extending from San Gabriel Road to Highway 41. The City's key commercial nodes exist in locations where Highway 101 interchanges interact with El Camino Real and at points in between these locations. The goal of The El Camino Plan is to strengthen transportation connections that will foster commercial nodes and help enhance commercial development opportunities, and this refined study area shows the highest potential to do just that.

Once the initial public outreach was conducted last fall, City staff and PlaceWorks began to identify opportunity sites within the study area. The approach was to identify key areas along the corridor that have the potential to be reinvented as:

- Significant job centers, designed to attract companies looking to move or expand from pricey, constrained market areas in the Central Coast. These new job centers will also provide a desirable location for start-ups that are "incubating" in Atascadero or elsewhere.
- Improved and more sustainable commercial nodes that better reflect the trends in successful retail and service environments through redesign and reprogramming as experiential places that aren't available online. The more intensified nodes are more walkable, contain indoor/outdoor environments, and incorporate a broader mix of uses.



- Mixed-use environments – office, research and development, clean-tech, institutional uses, retail/service/entertainment uses, with the selective addition of residential. Residential along the corridor increases housing opportunities for the younger workforce that come with the new businesses. Residential along the corridor also creates an expanded market of customers that will gravitate to the downtown and these reinvented commercial nodes. Allowing residential will improve financial feasibility of development projects and can be used as an incentive for lot consolidation (among other things).
- Heavier industrial needs its place too.

Through this process, four (4) key opportunity sites were identified. These are areas that are underutilized, include properties that can be combined to be redeveloped with larger master plans and internal circulation, and include key nodes to intensify and strengthen.

1. South of Del Rio - Includes 17.6 acres south of Mission Oaks and the Del Rio Specific Plan area, between Highway 101 and El Camino Real.
 - Opportunity to combine sites which are currently underutilized, vacant land, and outdoor storage uses.
 - Can provide opportunity for manufacturing and tech jobs.
 - Create connectivity through sites.
 - Improve appearance as seen from Highway 101.
 - Create campus design with eateries, coffee shops, green spaces.
2. Commercial node at San Anselmo - Includes Kmart shopping center and 777 Auction on west side of El Camino Real (about 11.3 acres), and old Ford dealership and adjacent vacant parcels on east side of El Camino Real (about 10.2 acres.)
 - Opportunity to intensify and improve commercial node on west side (Kmart) and develop job campus on east side El Camino Real.
 - K-Mart parking lot has underutilized land and excessive parking area that can be converted to development sites
 - Owner wants to convert the K-Mart center to an experience based center with a grocery store, restaurants, and outdoor dining spaces.
3. Commercial node at Curbaril – Includes Smart & Final and Food 4 Less shopping centers. Approximately 18.7 acres combined between the two existing centers.
 - Opportunity to infill and intensify additional commercial in parking lots, create connectivity through sites.
 - Bring commercial businesses closer to street frontage (similar to Rite Aid)
4. Underutilized commercial on east side El Camino Real – Includes former Spencer's shopping center and surrounding underutilized commercial on east side El Camino Real. Includes about 27 acres from Palomar to Gusta Road, including Arcade, Cascada, Solano, and La Linia. Currently used for primarily outdoor storage and auto uses. Area has minimal site improvements on street frontages and private parcels.



ITEM 3
El Camino Corridor Plan
PLN17-1673

- Opportunity to consolidate ownership, add jobs / campus, improve and intensify retail, and add mixed-use. Improve circulation & connectivity with internal roads.
- Opportunity for road abandonment and property consolidation



Opportunity Sites - North End | THE EL CAMINO PLAN



Opportunity Sites - South End | THE EL CAMINO PLAN



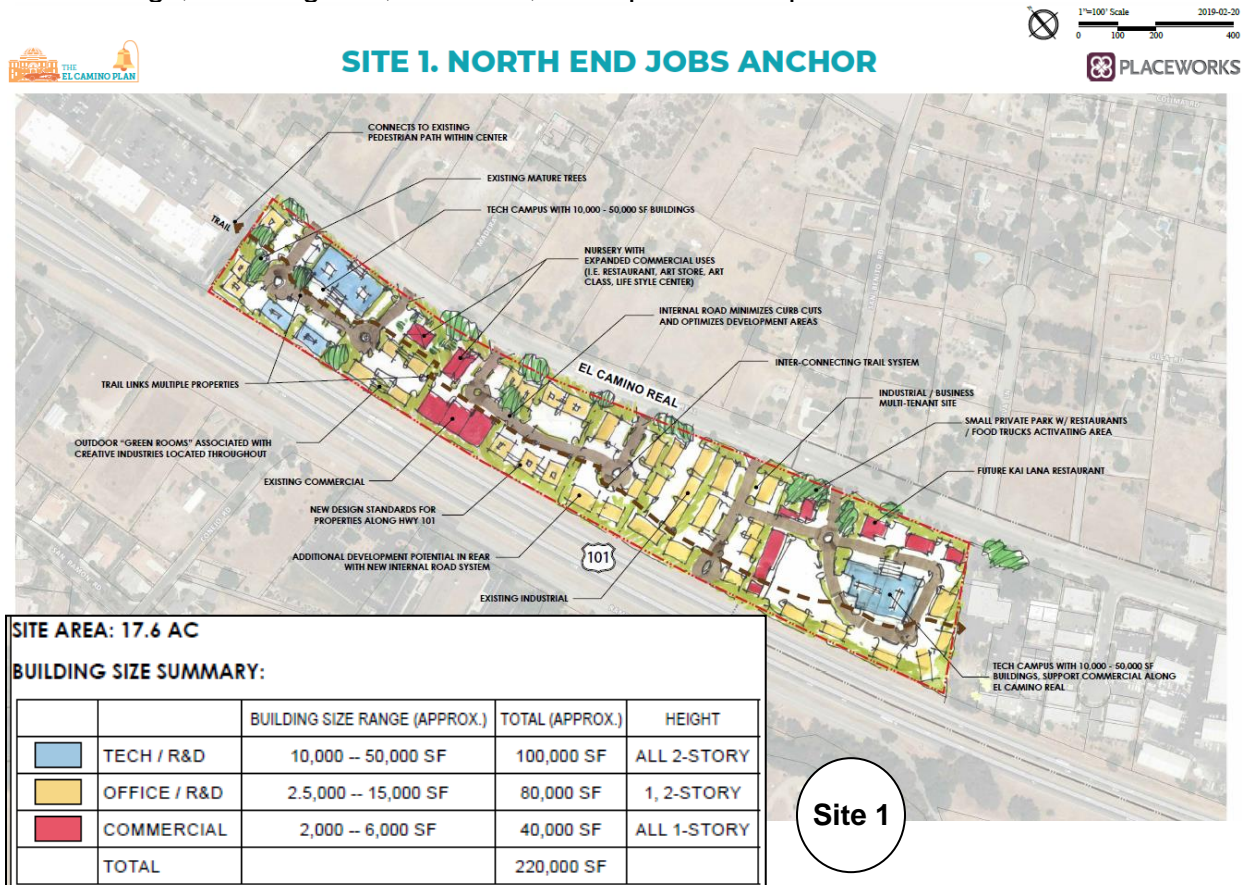
ANALYSIS:

Conceptual Land Use Sketches:

PlaceWorks developed conceptual land use sketches for each of the four opportunity sites along the El Camino Real corridor. These sketches are intended to provide concepts that help to illustrate how the sites in each district could be developed. Potential land uses and structure footprints have been identified based on public input at the outreach event, public survey input, stakeholder interviews, a land use inventory, and market conditions.

Site 1: North End Jobs Anchor

Just south of the Del Rio Specific Plan area, this opportunity area capitalizes on the small but important industrial/maker spaces along the south side of the corridor and expands the potential for clean technology/R&D/creative office users to locate in Atascadero. The opportunity area encompasses a group of existing and vacant properties and envisions an infill development scenario where businesses are connected by an internal roadway system that reduces curb-cuts along El Camino Real and optimizes new development areas at the back of the properties. Connectivity between properties is essential to enable future shared parking, easy access to commercial uses and outdoor “green space” associated with employment and retail uses. An internal trail system links to the Mission Oaks center and can also be extended to industrial properties south of the opportunity area. The draft conceptual land use plan provides for approximately 220,000 square feet for buildings, with large 10,000 to 50,000 square foot spaces for tech and research and

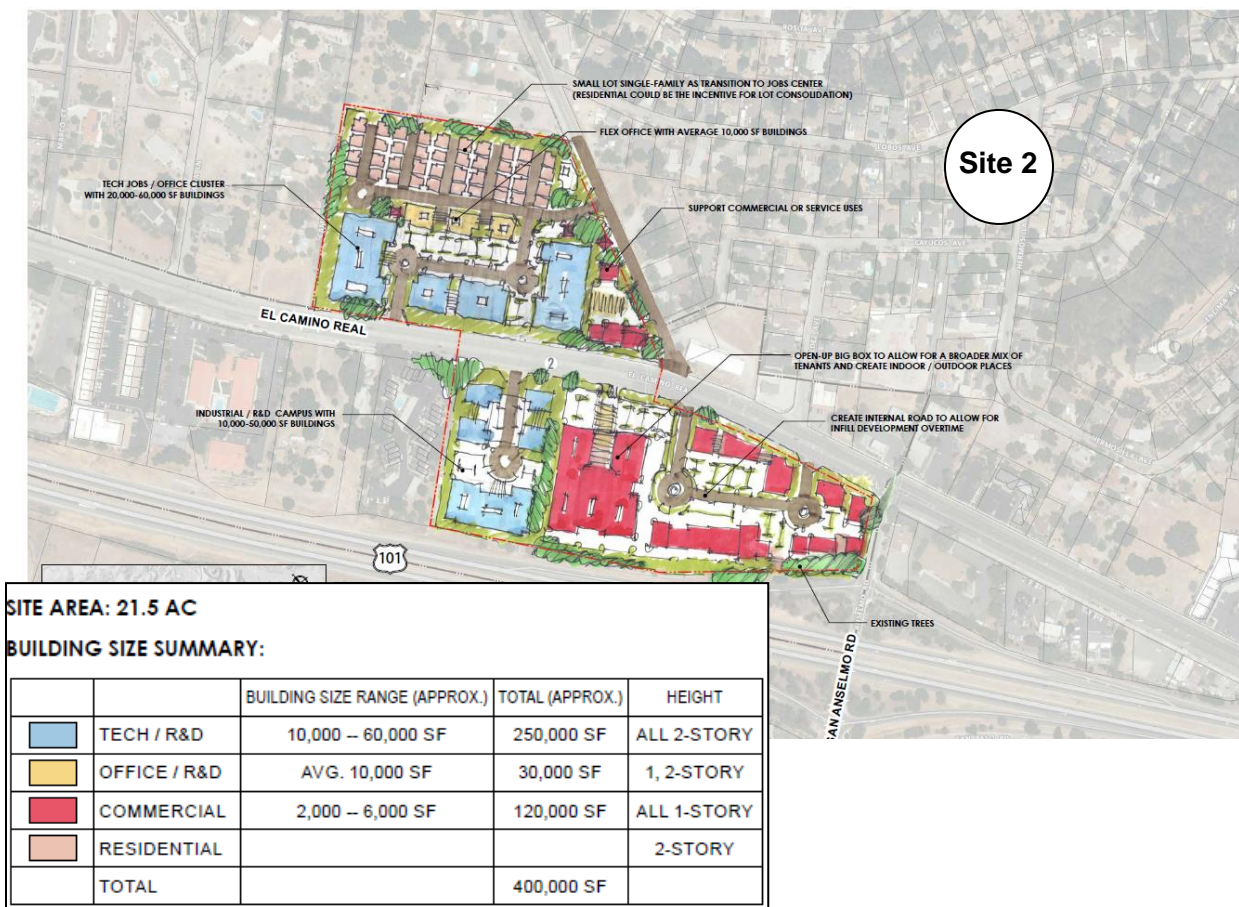
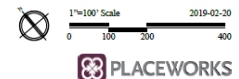


Site 2: Lifestyle Center with Tech Potential

Located at the San Anselmo Road off-ramp, this opportunity area encompasses underutilized and vacant properties on both sides of El Camino Real. The existing Kmart shopping center has the potential to be intensified overtime, with existing buildings, circulation, parking, and outdoor areas upgraded to create an attractive place where people want to shop, dine, meet up with friends, and walk to other services. The remaining properties fronting El Camino Real have the capacity for medium and large-size businesses, with support commercial or service uses. A small lot single-family neighborhood could be located behind the office uses to provide a transition to the existing rural residential. Residential may be considered an incentive to lot consolidation.



SITE 2. LIFESTYLE CENTER WITH TECH POTENTIAL

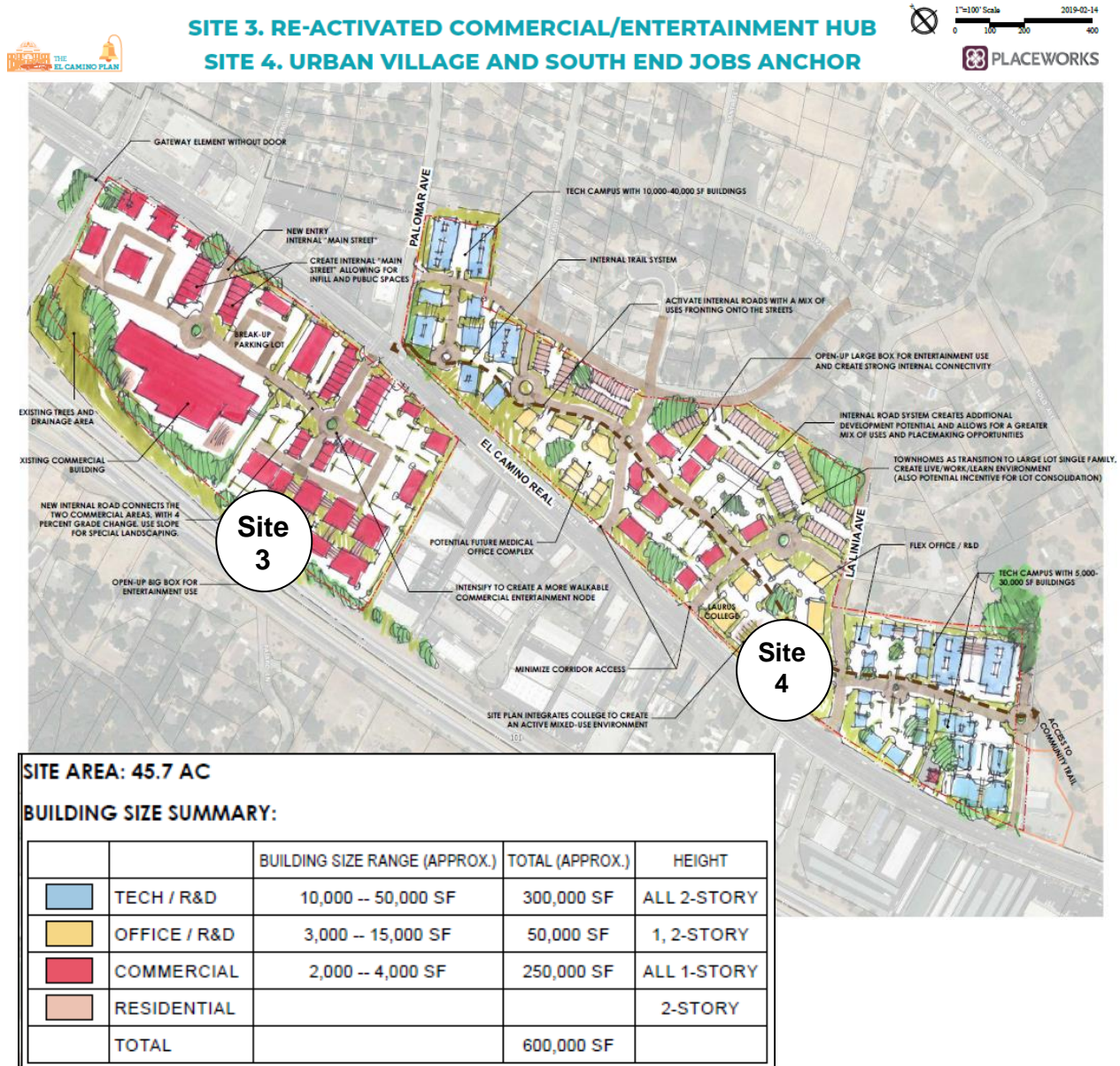


Site 3: Re-Activated Commercial/Entertainment Hub

This opportunity area encompasses two large shopping centers, currently disconnected by a 5 to 6-foot grade difference. Big box retail is struggling in every community. This concept envisions that over time, one of the big box uses is reconfigured as an indoor/outdoor environment and accommodates a range of tenants, including entertainment uses. Overall circulation and connectivity are improved with an internal roadway that connects the two parcels and creates new infill development opportunities within the extensive parking areas. Additional retail, restaurants, and other supporting



uses now line El Camino Real and the internal roads, creating a more pedestrian-oriented environment. This important commercial hub is now intensified and re-activated to serve the south end of the community.



Site 4: Urban Village and South End Jobs Anchor

Across from the commercial hub is an opportunity for a south end jobs anchor that is part of mixed-use village containing commercial, office, residential, and career training offered by Laurus and San Joaquin Valley Colleges. This area is a combination of older retail, vacant parcels, outdoor storage and low-intensity industrial uses. The concept envisions an internal road system that reduces curb-cuts along El Camino Real, connects the parcels, and maximizes development potential. Townhomes along the rear of these parcels would provide additional workforce housing and can be the incentive for lot



consolidation. The uses are arranged to create synergy, provide for active open space areas, and to create a unique live, work, learn environment.

At this time, City staff and PlaceWorks are looking for input from the Design Review Committee regarding the conceptual land use sketches. The committee may provide input regarding the types of uses envisioned, internal circulation patterns, sites included in the land use concepts, or any other input to help guide further development of the Corridor Plan.

Transportation:

Through the public input surveys and the October outreach event, it has become clear that both safety and aesthetics could be greatly improved along the corridor. W-Trans, completed traffic counts and an existing traffic conditions summary that were to develop transportation related improvement options along the corridor. A collision density map was also analyzed, which provides a clear picture of which intersections and stretches of road would greatly benefit from safety related improvements. Intersection improvements and improved pedestrian access at crossings are being considered to improve the safety at these key nodes.

The goal is to make El Camino Real feel safer and more inviting and match the unique character that people love about Atascadero. Trees, shade, safe crossings, adequate lighting, adequate on-street parking, and safe biking and walking options have been identified as desired improvements. All of these items are also goals of the grant that was provided by Cal Trans. Based on this direction, W-Trans developed a number of road improvement options for each identified section of the corridor, with an understanding that traffic needs are different at intersections that provide connections over Highway 101 than along sections between these nodes of vehicular activity.

The study area was divided into eight (8) road segments for the purposes of analysis as described below. Recommendations throughout the corridor include narrowing where feasible and providing safer opportunities for pedestrian and bike activity. There are some sections along El Camino Real with no pedestrian crossing opportunities for over a mile along the wide 4-lane Arterial roadway. While additional traffic lights are not warranted, enhancements can be made to allow for safe crossings including bulb outs at the curb edge to allow for greater visibility, limiting on-street parking at crossing locations for enhanced line of sight, installation of medians to provide refuge for pedestrians, and in some locations, pedestrian traffic signal hawk lights to require traffic to stop when pedestrians need to cross. These strategies are particularly important for segments 5 and 7 where limited crossing opportunities exist and where active commercial businesses and restaurants are located on both sides of the corridor. In addition, recommendations include eliminating on-street parking in areas where mid-block crossings are warranted to allow for pedestrian bulb-out and increased sight-distance as well as areas where on-street parking can be converted to landscape, bike lane, or additional sidewalk opportunities.



Section 1: South of Del Rio to San Benito

This street section is not fully developed and exists as a three lane section with two travel lanes and a center turn lane. This section is proposed to remain the same with intensified residential uses lining the east side of El Camino Real.

Section 2: San Benito to Cambell lane

This section has portions that are widened to 5 lanes (two travel lanes in each direction and a center turn lane). Recommendations for this section include reducing the width to 3 lanes.

Sections 3, 4, 6, and 8: San Anselmo intersection, Highway 41 intersection, Curbaril intersection, and the Santa Rosa intersection

These key intersections connect to Highway 101 interchanges. Due to higher traffic numbers and necessary turning movements, narrowing of El Camino Real in these locations is not advisable. However, pedestrian and bike safety remain a priority. Recommendations include refuge medians and bulb-outs where feasible to enhance the pedestrian experience.

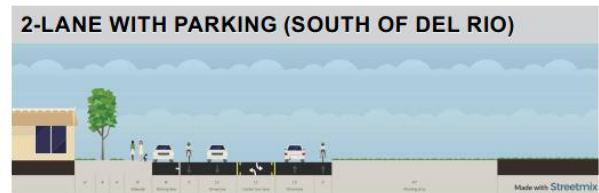
Sections 5 and 7: Highway 41 Curbaril, Curbaril to Santa Rosa

Sections 5 and 7 are currently 5 lanes in width with on-street parking. These areas provide access to a multitude of commercial businesses ranging from retail to service uses. A majority of the sections are comprised of narrow lots each developed with separate uses and private driveways and parking lots. There are limited opportunities to cross El Camino real in these sections limiting connectivity from one side of the street to the other.

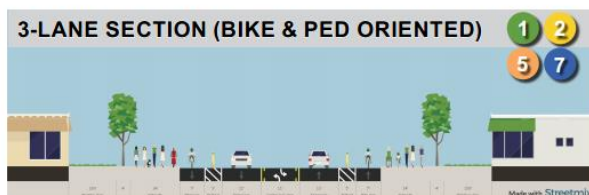
Recommendations include narrowing the road to 3 lanes in these sections. This would increase opportunities for pedestrian and bike facilities while slowing traffic throughout the corridor. One potential conflict with narrowing the street sections to one lane in each direction is the potential for slowing traffic due to cars turning right to access commercial properties. Because driveways tend not to be consolidated along these stretches, a three lane configuration may add to increases in traffic slow-down.



EXISTING STREET SECTIONS



OPTIONAL STREET SECTIONS



Architectural Styles

During both public outreach events, the public was asked to provide input on architectural styles and themes appropriate for Atascadero. The consultants included a wide range of design themes including mission, craftsman, rustic modern, modern, neoclassical, and colony styles of architecture. Images presented are included in Attachment 3.





While support was given to all styles presented, there were concerns related to cohesion throughout the corridor. Participants expressed interest to see a cohesive design strategy for the corridor for smaller infill projects with more contemporary design themes acceptable for larger scale developments.

Staff is looking to the DRC for discussion and recommendations related to architectural styles and whether or not specific styles should be required within certain zones along the El Camino Real corridor.

DRC DISCUSSION ITEMS:

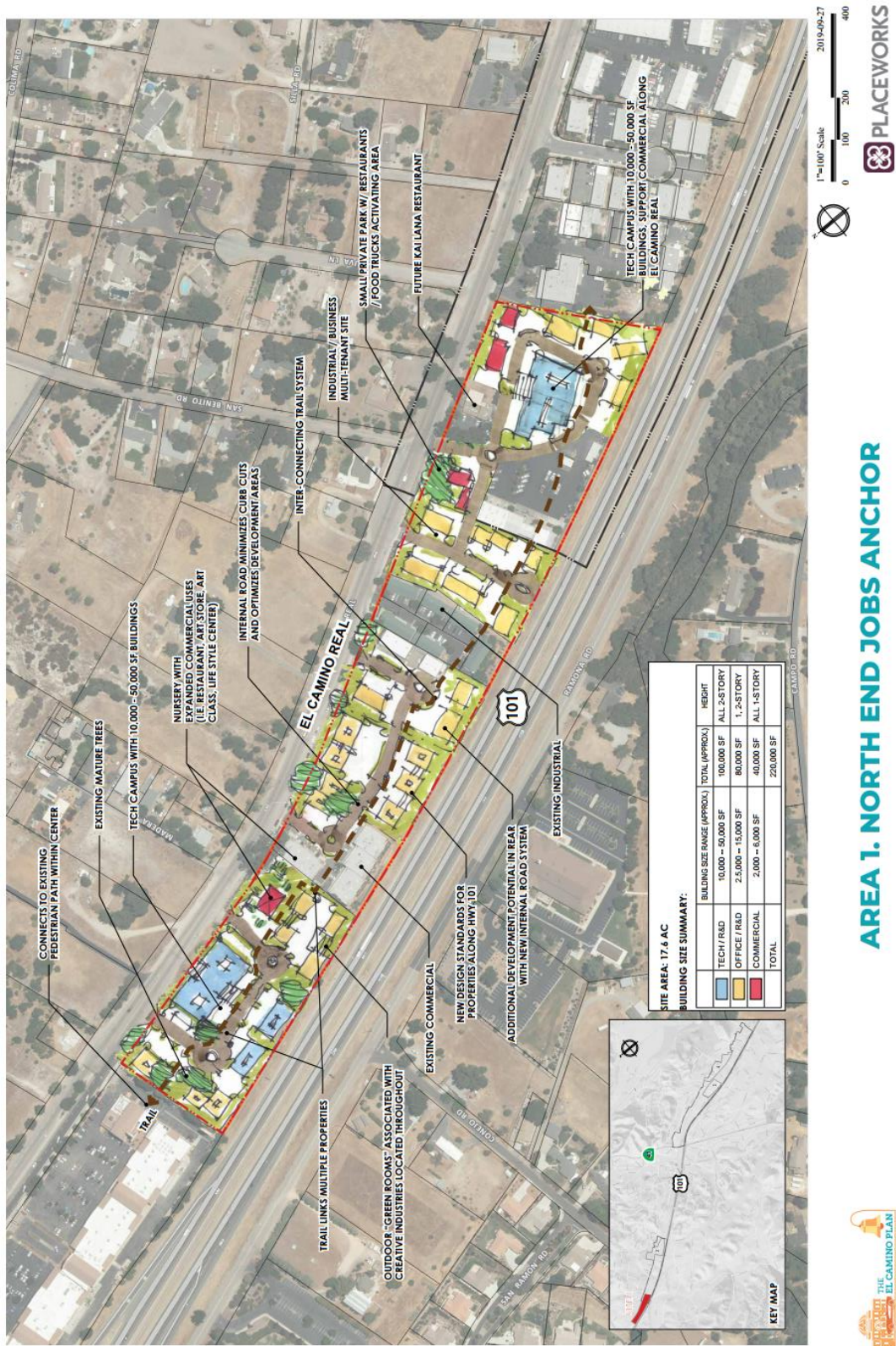
1. Concept design sketches for underutilized and key commercial areas.
2. Street section and streetscape enhancement options for the identified corridor segments.
3. Architectural Styles

ATTACHMENTS:

1. Land Use Concepts
2. Street Sections and Traffic Recommendations
3. Architectural Styles



Attachment 1: Land Use Concepts
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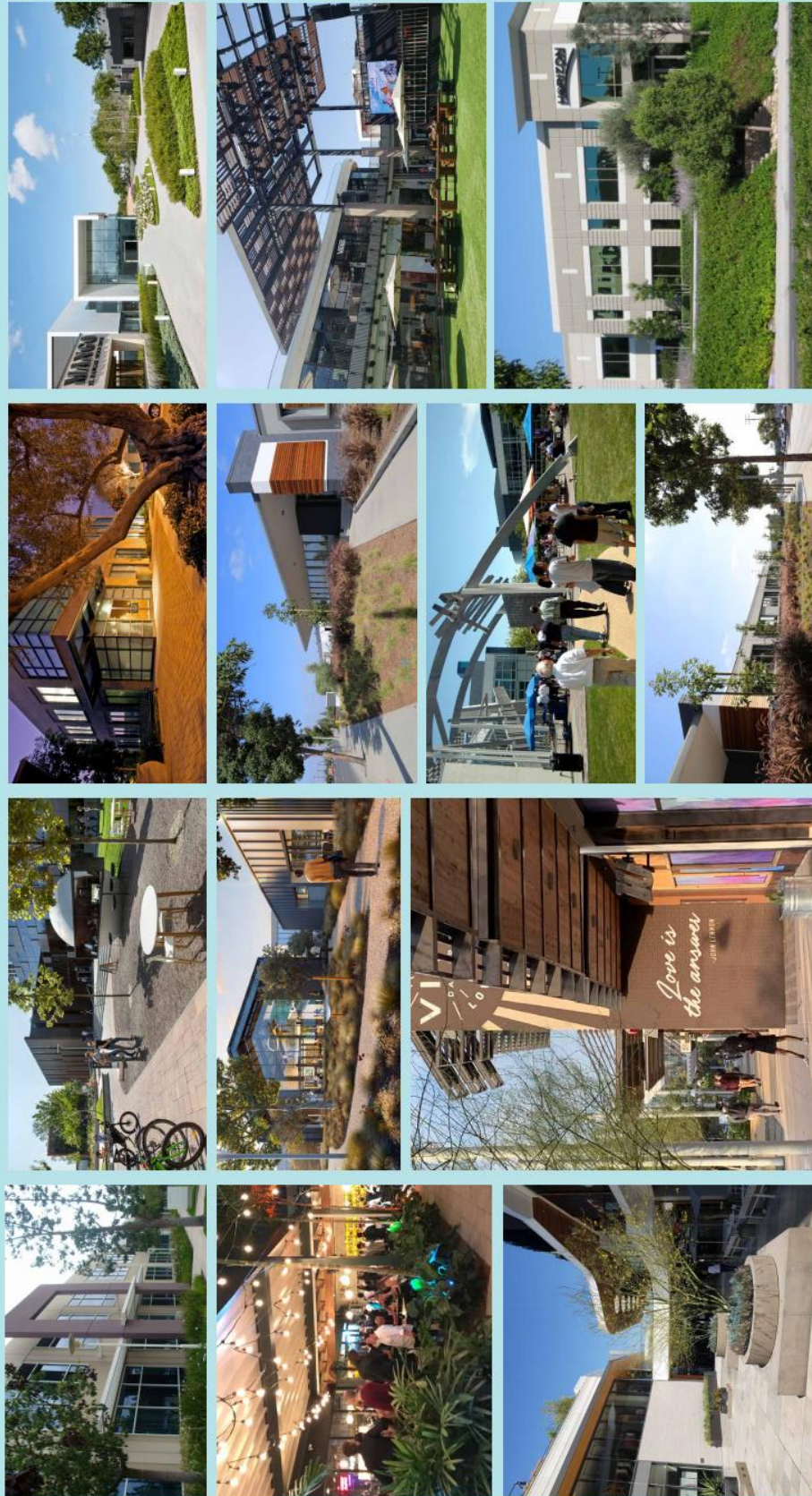


AREA 2. LIFESTYLE CENTER WITH TECH POTENTIAL





TECHNOLOGY AND OFFICE



PRECEDENT EXAMPLE



RETAIL AND PUBLIC REALM

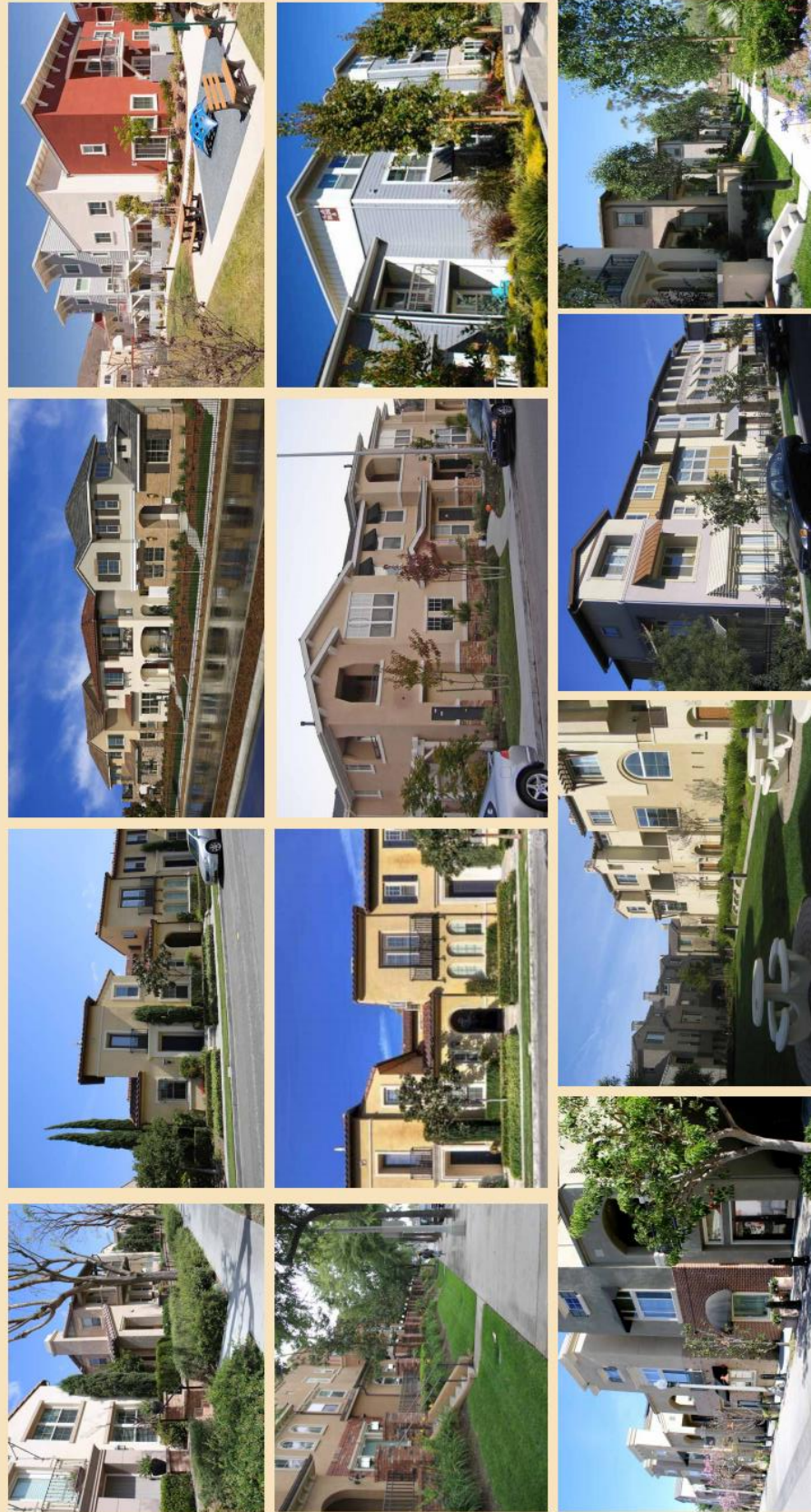


PRECEDENT EXAMPLE





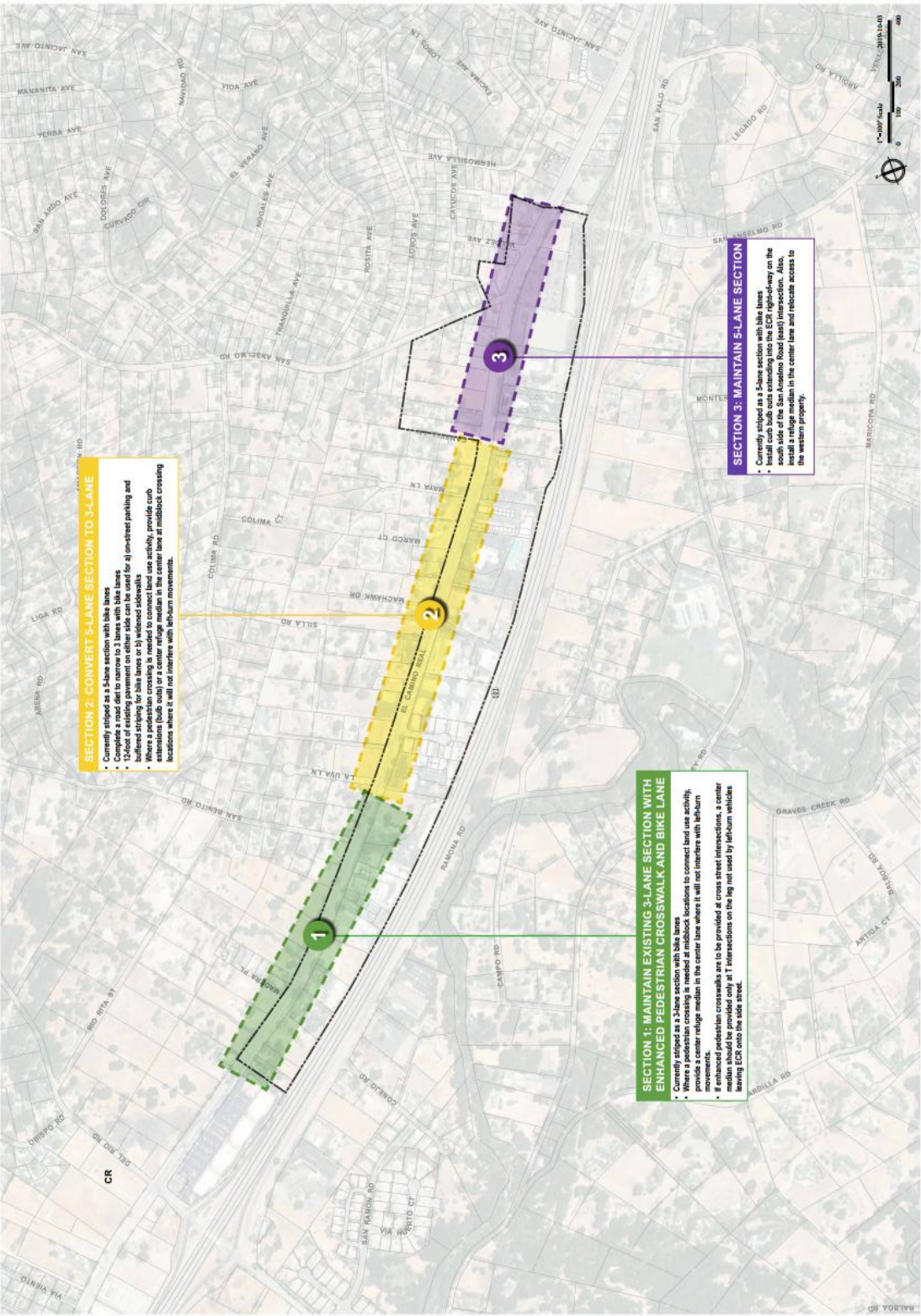
RESIDENTIAL



PRECEDENT EXAMPLE

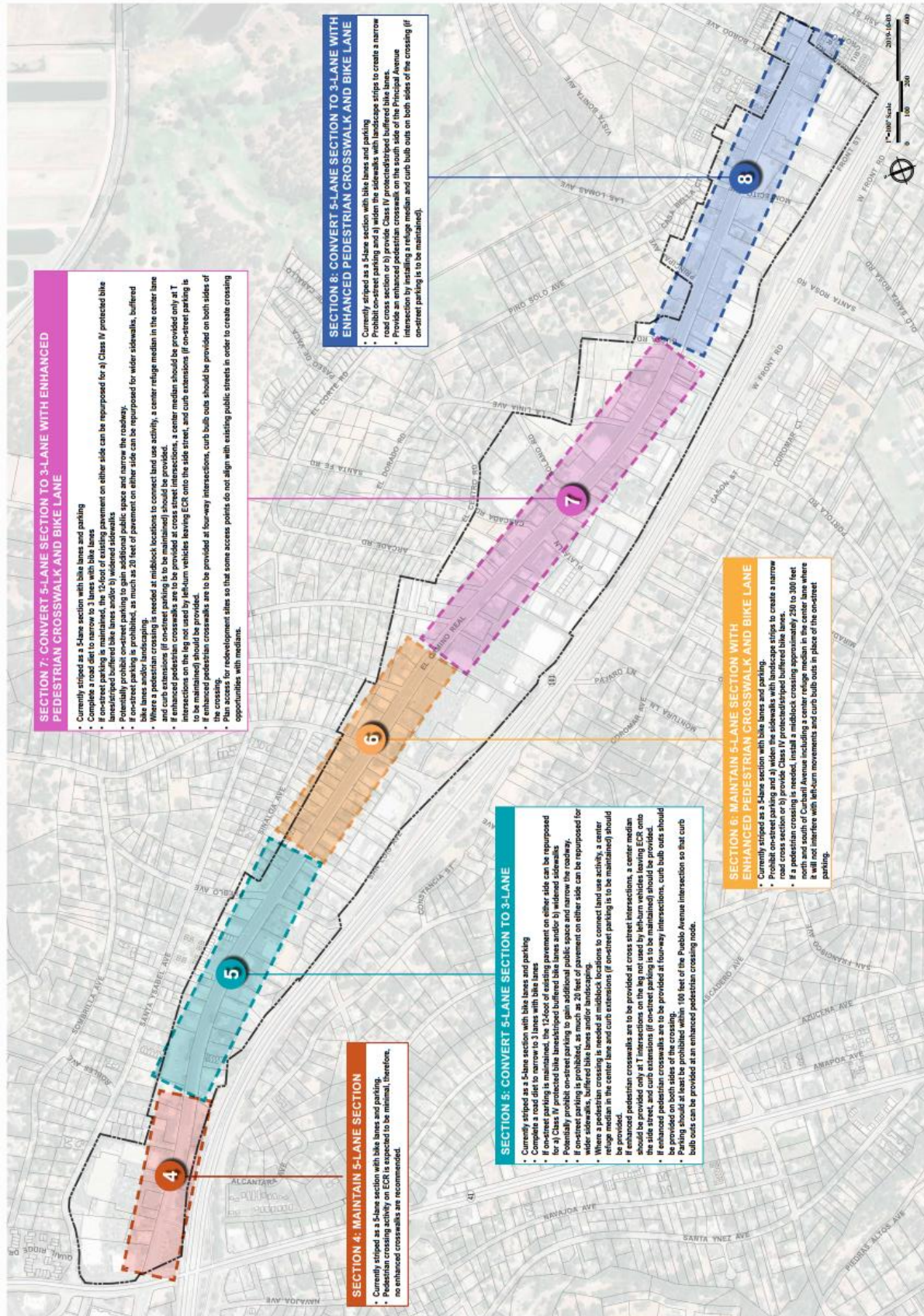


Attachment 2: Street Sections and Traffic Recommendations
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STREET SECTION RECOMMENDATIONS (NORTH END)





STREET SECTION RECOMMENDATIONS (SOUTH END)



EXISTING STREET SECTIONS



OPTIONAL STREET SECTIONS



OPTIONAL STREET SECTIONS



El Camino Real Corridor Study

W-Trans Summary of Proposed Street and Intersection Modifications

Northern segment (San Anselmo and points north)

Section 1 - Maintain Existing 3 lane section

- Currently striped as a 3-lane section with bike lanes
- Where a pedestrian crossing is needed at midblock locations to connect land use activity, provide a center refuge median in the center lane where it will not interfere with left-turn movements.
- If enhanced pedestrian crosswalks are to be provided at cross street intersections, a center median should be provided only at T intersections on the leg not used by left-turn vehicles leaving ECR onto the side street.

Section 2 - Convert 5 lane section to 3 lanes

- Currently striped as a 5-lane section with bike lanes
- Complete a road diet to narrow to 3 lanes with bike lanes
- 12-foot of existing pavement on either side can be used for a) on-street parking and bike lane buffered bike lane striping or b) widened sidewalks and buffered striping for bike lanes
- Where a pedestrian crossing is needed to connect land use activity, provide curb extensions (bulb outs) or a center refuge median in the center lane at midblock crossing locations where it will not interfere with left-turn movements.

Section 3 - Maintain 5 lane section

- Currently striped as a 5-lane section with bike lanes
- A future traffic signal will be installed at the intersection with San Anselmo Road (east). Install curb bulb outs extending into the ECR right-of-way for pedestrian crosswalk(s) at the new signalized intersection.

Southern segment (State Route 41 and points south)

Section 4 - Maintain 5 lane section

- Currently striped as a 5-lane section with bike lanes and parking.
- Work with Caltrans to enhance the pedestrian crossing comfort level at the intersection with the US101 NB Ramp intersection.

Section 5 - Convert 5 lane section to 3 lanes

- Currently striped as a 5-lane section with bike lanes and parking
- Complete a road diet to narrow to 3 lanes with bike lanes
- If on-street parking is maintained, the 12-foot of existing pavement on either side can be repurposed for a) Class IV protected bike lanes/striped buffered bike lanes and/or b) widened sidewalks
- Potentially prohibit on-street parking to gain additional public space and narrow the roadway.



- If on-street parking is prohibited, as much as 20 feet of pavement on either side can be repurposed for wider sidewalks, buffered bike lanes and/or landscaping.
- Where a pedestrian crossing is needed at midblock locations to connect land use activity, a center refuge median in the center lane and curb extensions (if on-street parking is to be maintained) should be provided.
- If enhanced pedestrian crosswalks are to be provided at cross street intersections, a center median should be provided only at T intersections on the leg not used by left-turn vehicles leaving ECR onto the side street, and curb extensions (if on-street parking is to be maintained) should be provided.
- If enhanced pedestrian crosswalks are to be provided at four-way intersections, curb bulb outs should be provided on both sides of the crossing.
- Parking should at least be prohibited within 100 feet of the Pueblo Avenue intersection so that curb bulb outs can be provided at an enhanced pedestrian crossing node. A pedestrian flashing beacon such as an RRFB should be installed at the pedestrian crossing.

Section 6 - Maintain 5 lane section

- Currently striped as a 5-lane section with bike lanes and parking.
- Prohibit on-street parking and a) widen the sidewalks with landscape strips to create a narrow road cross section or b) provide Class IV protected/striped buffered bike lanes.
- If a pedestrian crossing is needed north of Curbaril Avenue, install a midblock crossing approximately 250 to 300 feet north of Curbaril Avenue including a center refuge median in the center lane where it will not interfere with left-turn movements and curb bulb outs in place of the on-street parking. A HAWK (High-Intensity Activated crossWalk beacon) should be installed at the pedestrian crosswalk.
- Parking should at prohibited within 100 feet of the Junipero Avenue signalized intersection so that curb bulb outs can be provided to shorten pedestrian crossing distances.

Section 7 - Convert 5 lane section to 3 lanes

- Currently striped as a 5-lane section with bike lanes and parking
- Complete a road diet to narrow to 3 lanes with bike lanes
- If on-street parking is maintained, the 12-foot of existing pavement on either side can be repurposed for a) Class IV protected bike lanes/striped buffered bike lanes and/or b) widened sidewalks
- Potentially prohibit on-street parking to gain additional public space and narrow the roadway.
- If on-street parking is prohibited, as much as 20 feet of pavement on either side can be repurposed for wider sidewalks, buffered bike lanes and/or landscaping.
- Where a pedestrian crossing is needed at midblock locations to connect land use activity, a center refuge median in the center lane and curb extensions (if on-street parking is to be maintained) should be provided.
- If enhanced pedestrian crosswalks are to be provided at cross street intersections, a center median should be provided only at T intersections on the leg not used by left-turn vehicles leaving ECR onto the side street, and curb extensions (if on-street parking is to be maintained) should be provided.



- If enhanced pedestrian crosswalks are to be provided at four-way intersections, curb bulb outs should be provided on both sides of the crossing.
- Plan access for redevelopment sites so that some access points do not align with existing public streets in order to create crossing opportunities with medians.

Section 8 - Maintain 5 lane section

- Currently striped as a 5-lane section with bike lanes and parking
- Prohibit on-street parking and a) widen the sidewalks with landscape strips to create a narrow road cross section or b) provide Class IV protected/striped buffered bike lanes.
- Provide an enhanced pedestrian crosswalk on the south side of the Principal Avenue intersection by installing a refuge median and curb bulb outs on both sides of the crossing (if on-street parking is to be maintained). Include a HAWK installation for the crossing.

Santa Rosa Road Interchange

- In order to create more capacity at the Santa Rosa Road interchange, complete a circulation revision plan which utilizes the frontage roads and connections such as Montecito Avenue which would be intended to take the pressure off the Signalized intersections on Santa Rosa Road. Turn restrictions may be needed at these intersections as part of the plan.

Section Location Notes

- Section 2 starts where ECR currently merges from 5 to 3 lanes.
- Section 3 starts approximately 200 feet north of San Anselmo Road (east)
- Section 5 starts approximately 500 feet south of the 101 NB ramps.
- Section 6 starts approximately 500 feet north of Curbaril Avenue and ends 300 feet south of Junipero Avenue
- Section 8 starts approximately 500 feet north of Santa Rosa Avenue and ends 500 feet south of Santa Rosa Avenue



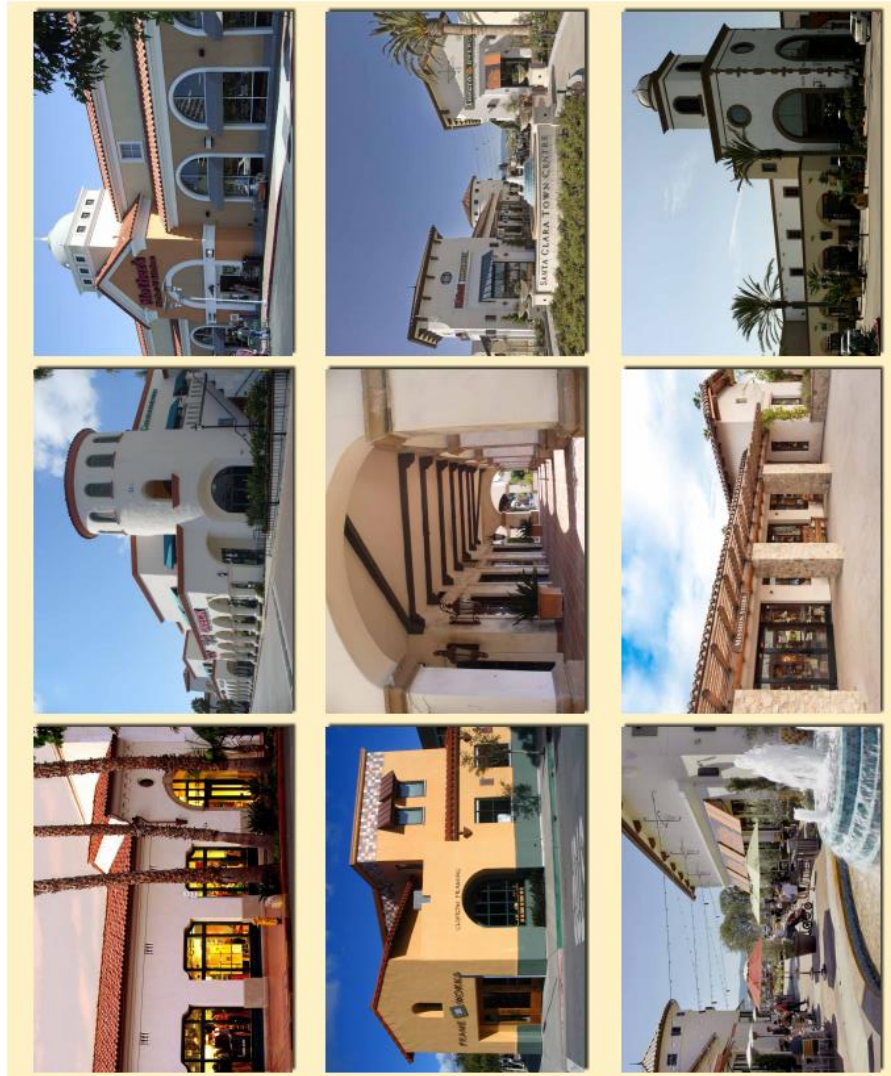


MISSION - SPANISH COLONIAL REVIVAL

Derived from Spanish/Mediterranean and early Californian influences, these styles emerged in the late 19th and early 20th centuries. Projects a visually rich commercial environment with allusions to regional history.

Style Elements

- » Low-pitched roofs with red tile
- » Arches around doors and/or windows
- » Use of shade structures such as: arcades, trellises and awnings
- » Smooth stucco finishes in natural earth tones
- » Towers utilized as focal elements
- » Decorative accents: tiles, ironwork, timber
- » Thick arches springing from piers
- » Delineation of base, middle and top
- » 2-3 story building masses with articulated facades
- » Ground-floor storefronts differentiated from upper-story facades
- » Upper-story facades typically composed of solid flat wall planes punctuated by recessed windows in symmetrical patterns



ARCHITECTURAL STYLES



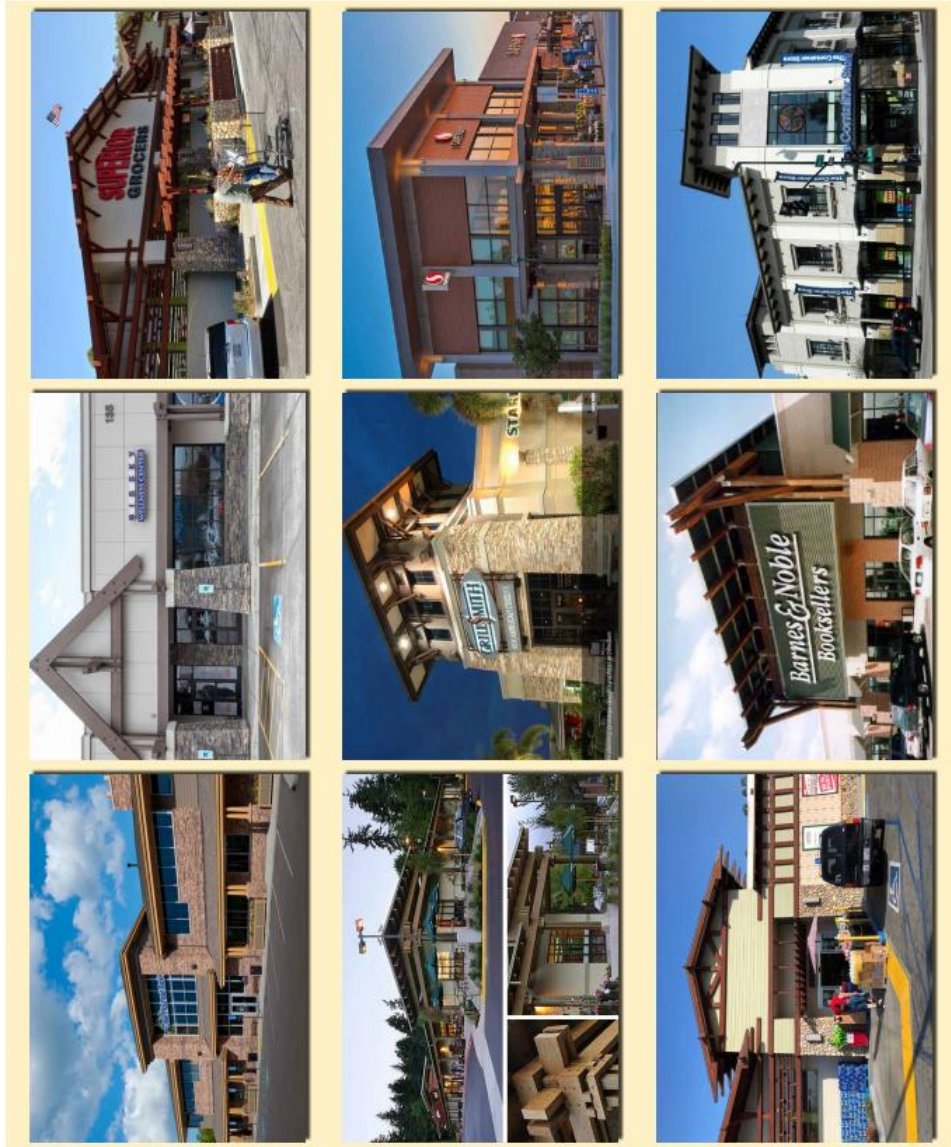


CRAFTSMAN - CALIFORNIA BUNGALOW

Derived from residential style that emerged in the early 20th century out of the Arts and Crafts movement. Features artful use of wood and natural materials. Projects a visually rich commercial environment with allusions to regional history.

Style Elements

- » Low to moderate pitched gabled and hipped roofs
- » Exposed rafters and beams under eaves
- » Decorative brackets and fasteners
- » Exterior cladding of wood shingles or clapboard siding
- » Large stone or brick piers and foundations
- » Horizontal emphasis, with vertical accentuation at entries and corners
- » Often include decorative lighting with geometric detailing
- » Often painted in dark, neutral or earth-toned colors



ARCHITECTURAL STYLES





RUSTIC MODERN

Contemporary style derived from rural and utilitarian precedents, utilizing eclectic combinations of wood, stone and metal in modern compositions. Projects a modern, dynamic commercial environment with familiar materials and shapes.

UTILITARIAN

- » Geometric, box-like forms
- » Composition of overlapping horizontal and vertical planes
- » Utilize unadorned materials: glass, metal, wood
- » High interior visibility
- » Flat over-hanging roofs



FARM CHIC

- » Modern interpretation of ranch style
- » Incorporates farm forms such as barns, silos, sheds, tank houses, granary towers, windmills
- » Common materials: metal, wood and stone
- » Pitched roofs
- » Vertical accents at corners and entry points
- » Large openings
- » Use of weathered materials



MODERN COTTAGE

- » Wood cladding
- » Seaside inspiration
- » Flat or low-pitched roofs
- » Awnings
- » Slim light fixtures as architectural elements



ARCHITECTURAL STYLES



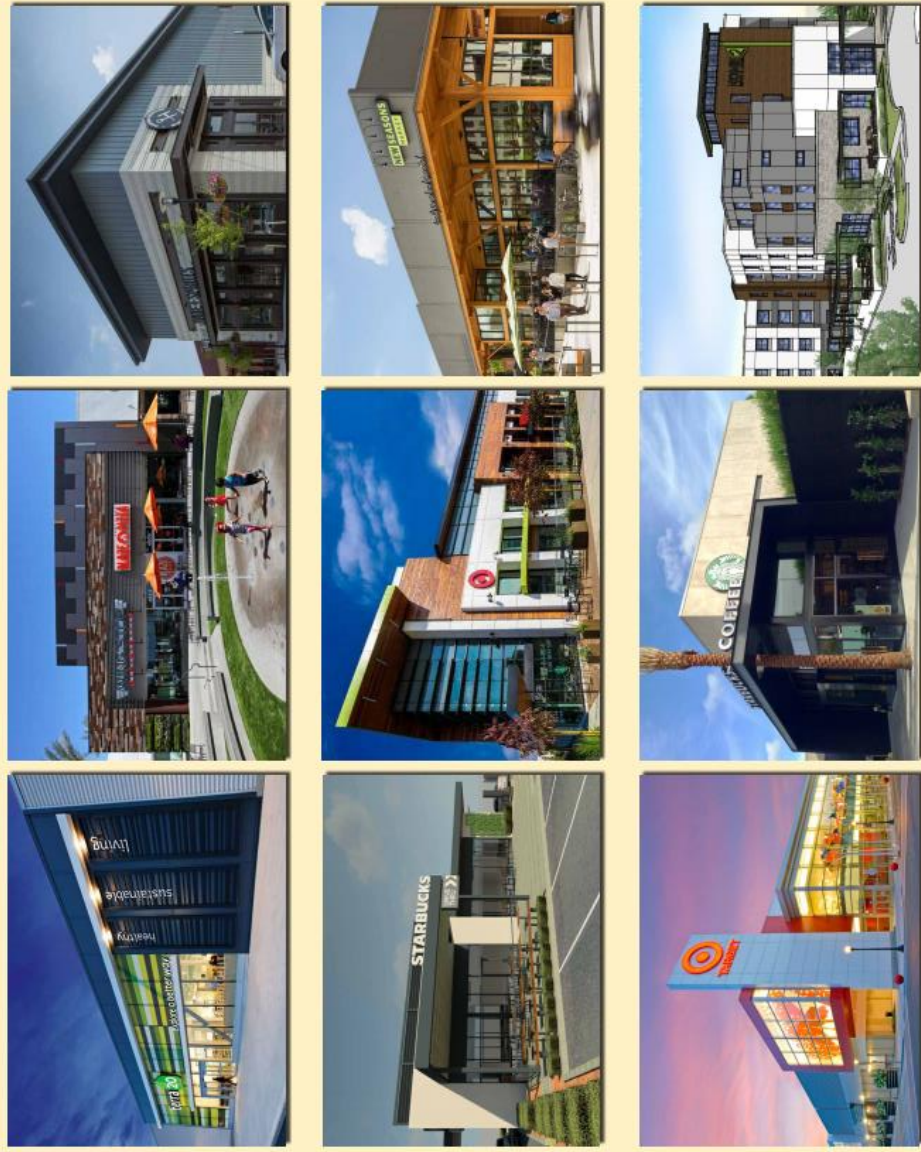


MODERN

Descendant of the International style of architecture that emerged in the 1920s, this style's contemporary expression in commercial architecture retains several traits of its historical antecedents, including: flat planes, horizontal emphasis and utilization of unadorned machine-age materials.

Style Elements

- » Flat roofs
- » Geometric, box-like forms
- » Composition of overlapping horizontal and vertical planes
- » Facades feature flat surfaces, often composed of modular panels
- » Unadorned man-made materials
- » Large window groupings
- » Glass used as a compositional material
- » Applied signage and supergraphics
- » Horizontal emphasis



ARCHITECTURAL STYLES



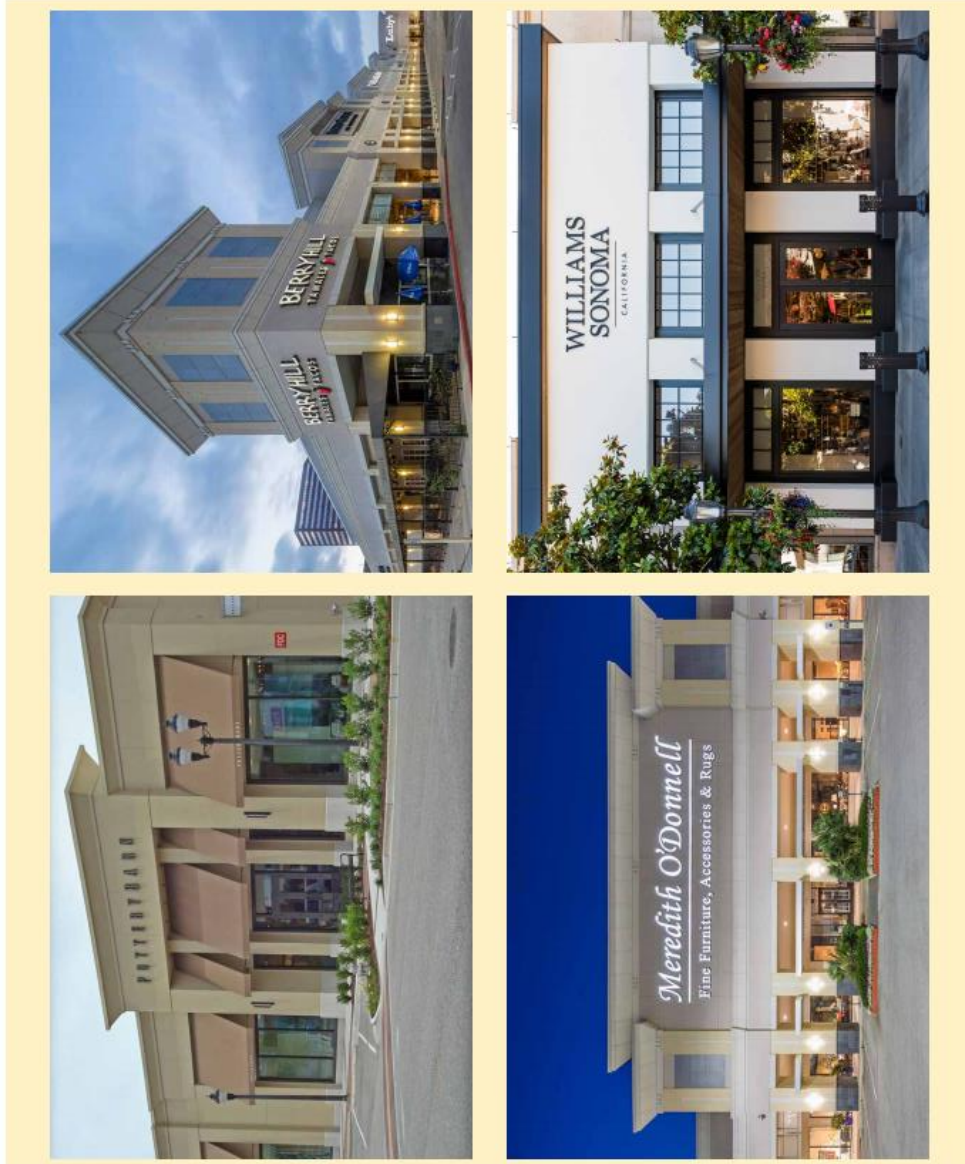


NEOCLASSICAL

Modern interpretation of historic style incorporating elements of classical Greek and Roman architecture. Projects a stately, formal commercial environment.

Style Elements

- » Symmetrical facades with main entrance centrally located
- » Articulation of base, middle and top
- » Flat roofs, often with large projecting cornice
- » Natural color palette of light tones
- » Materials include stucco, concrete and stone
- » Columns, piers and pilasters create vertical emphasis
- » Simple angular forms and smooth surfaces
- » Use of arcades
- » Recessed openings



ARCHITECTURAL STYLES



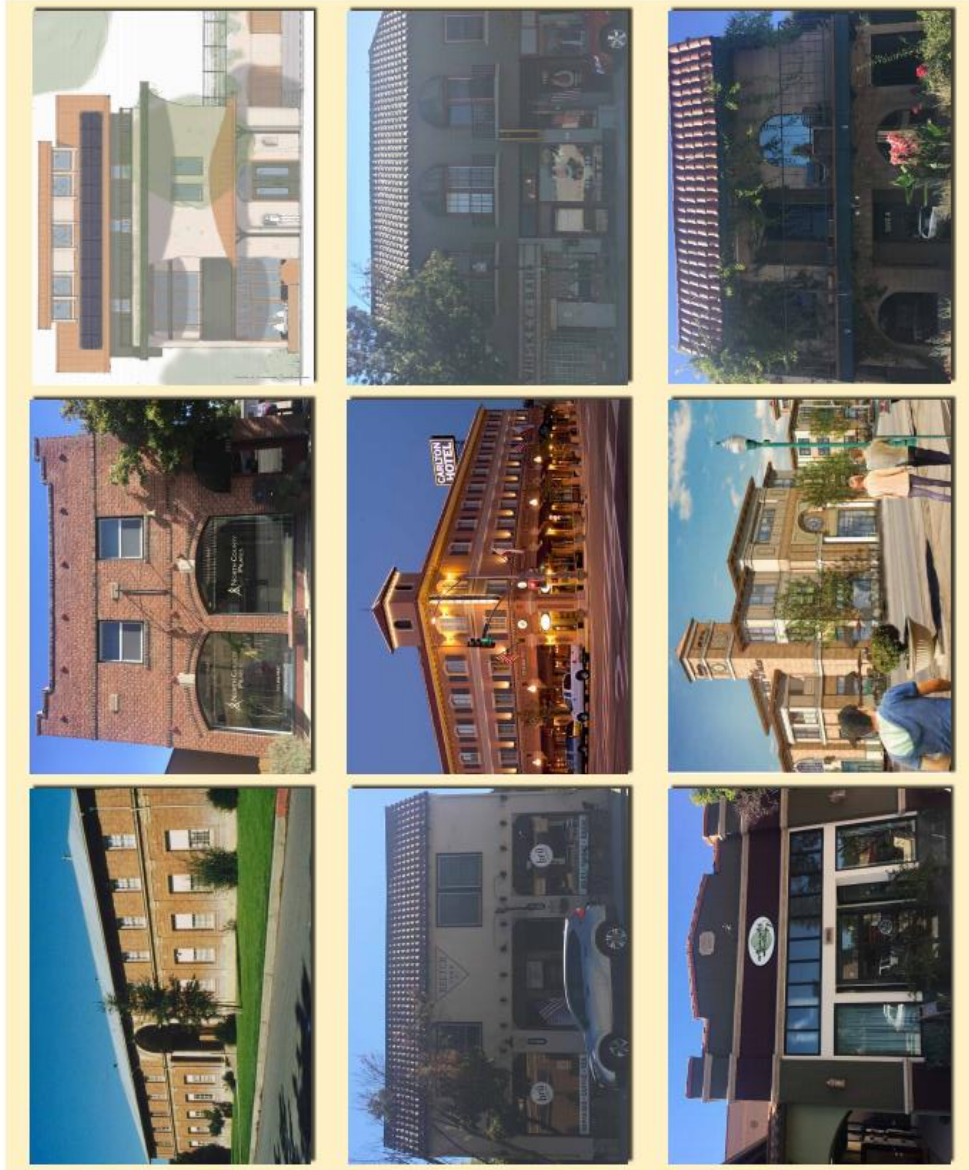


ATASCADERO COLONY STYLE

Italianate style that was constructed between 1913-1927 in Atascadero's early years of development and defines some of its most iconic buildings.

Style Elements

- » Delineation of base, middle and top
- » Use of classical architectural elements, such as arches, columns and keystones
- » Limited use of canopies or other shade structures
- » Deep recesses utilized at entryways, but otherwise facades are fairly planar
- » Use of natural materials
- » Natural colors in muted shades
- » Low-pitched or flat roofs
- » To the extent that roofs are visible, often feature traditional clay tile
- » Often features tall first floor windows



ARCHITECTURAL STYLES

